

# GUIDE FOR CONDUCTING COMMUNITY NUTRITION PROGRAMS

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# **Guide for Conducting Community Nutrition Programs**

OFFICE OF MINORITY HEALTH  
Resource Center  
Call Toll-Free  
1-800-444-6472

*A Product of the*

**HEALTHWORKS!  
Model Community Project**

**Erie County Department of Health  
Erie, Pennsylvania**

**1992**

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# HEALTHWORKS! MODEL COMMUNITY PROJECT GUIDE FOR CONDUCTING COMMUNITY NUTRITION PROGRAMS

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## **FOREWORD**

The Community Nutrition Awareness Program and this manual represent one aspect of the HEALTHWORKS! Health Risk Reduction Program developed by the Erie County Department of Health. Other activities of this Model Community Project included community health assessment, health risk screening, and programs for physical fitness, smoking cessation, smoking policy development, and school-based health promotion. The project was conducted in North East, a small rural community (population 10,400) located in Northwestern Pennsylvania.

This manual describes our experience in planning and conducting nutrition awareness and education programs, and provides ideas for anyone wishing to promote nutrition awareness. Information for conducting a community weight loss competition, a weight management program, a supermarket shelf marker program, a healthy cooking course, and a restaurant nutrition awareness campaign is included.

### **Who Should Use This Manual:**

This manual is designed to be used by agencies/organizations interested in offering nutrition intervention programs to the community. The local health department, hospital, voluntary agencies, and chamber of commerce are appropriate groups to provide coordination for planning, organizing, and implementing the activities outlined. Registered dietitians, nutritionists, or other nutrition professionals should be included in the planning, coordination, and implementation.

### **How To Use This Manual:**

It is suggested that the reader first conduct an assessment of the needs and interests of the community to determine types of programs to offer. For information on conducting an assessment of health needs and interests, you may want to consult the "Guide for Conducting a Community-Based Health Risk Appraisal Program" developed for use in the HEALTHWORKS! Model Community Project.

When you have identified what needs and interests exist in your target community, select one or more of the interventions described in this manual, review the information carefully, and ask yourself the following:

- \* What changes in content and methods should be made to the intervention to adapt to this community?
- \* What resources are available to carry out interventions that will provide people with the information, skills, and support they need to reduce their health risks and promote healthy lifestyles?

After reviewing the information, create a timetable and task list for each of the selected interventions, incorporating any changes that will modify the program for the target population and accommodate the unique characteristics of your community.

We hope you will take the time to complete and return the user evaluation on the next page. Your feedback is very valuable to us. Feel free to contact us for more information about HEALTHWORKS!

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# HEALTHWORKS!

## Guide for Conducting Community Nutrition Programs USER EVALUATION

This form is designed to help us assure the usefulness of this manual. Please complete and return to HEALTHWORKS!, 4718 Lake Pleasant Road, Erie, PA 16504.

A. Circle the best answer for each item listed below.

	SA = Strongly Agree	A = Agree	N = Neither Agree or Disagree	D = Disagree	SD = Strongly Disagree
1. This manual was easy to read and understand .....	SA	A	N	D	SD
2. The information was presented in logical progression.....	SA	A	N	D	SD
3. This manual provided sufficient information to enable me/my organization to conduct the nutrition programs described .....	SA	A	N	D	SD
4. This manual contained information and/or resources which I have not come across in any other publication.....	SA	A	N	D	SD
5. I would recommend this manual to others .....	SA	A	N	D	SD

B. How would you rate the following components of this manual? Please circle your response.

Section	Highly Useful			-	Somewhat			-	Not at all Useful		
1. Conducting a Weight Loss Competition.....	10	9	8		7	6	5		4	3	2 1
2. Weight Management.....	10	9	8		7	6	5		4	3	2 1
3. Culinary Hearts Kitchen .....	10	9	8		7	6	5		4	3	2 1
4. Conducting a Restaurant Nutrition Awareness Campaign .....	10	9	8		7	6	5		4	3	2 1
5. HEALTHWORKS! Good Food For You - Supermarket Campaign .....	10	9	8		7	6	5		4	3	2 1
6. Appendices/Sample Materials .....	10	9	8		7	6	5		4	3	2 1

C. What changes would you make in this manual to make it more useful? \_\_\_\_\_

D. Please check the item(s) which most closely describes your occupation and place of employment:

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Health Educator    | <input type="checkbox"/> Health Department     | <input type="checkbox"/> Nurse                   |
| <input type="checkbox"/> Hospital           | <input type="checkbox"/> Recreation Leader     | <input type="checkbox"/> Voluntary Health Agency |
| <input type="checkbox"/> Administrator/CEO  | <input type="checkbox"/> Health Club/YMCA/YWCA | <input type="checkbox"/> Teacher/Professor       |
| <input type="checkbox"/> College/University | <input type="checkbox"/> Student               | <input type="checkbox"/> Business/Industry       |
| <input type="checkbox"/> Other _____        |  |  |

*Thank You!*



# **Guide For Conducting Community Nutrition Programs**

## **Section One:**

### **Conducting A Weight Loss Competition**





## OVERVIEW

### INTRODUCTION

This section of the HEALTHWORKS! Community Nutrition manual was designed to provide guidance in planning and conducting a weight loss competition for residents in a small community.

The local health department, hospitals, voluntary agencies, and/or chamber of commerce are appropriate groups to provide coordination for planning, organizing, and implementing a community weight loss competition. Registered dietitians, nutritionists, or other nutrition professionals should be involved.

After reviewing the information provided in this section, the next step is to create a timetable and task list, incorporating any changes that will modify the program for your target population and accommodate the unique characteristics of your community.

### PURPOSE

To help people who need to lose weight do so safely, effectively, and in a fun way, and maintain the loss for at least six months. To report status of progress regularly and to provide encouragement needed to improve and achieve weight management related goals.

### DESCRIPTION

A weight loss competition offers a highly successful way to motivate people to lose weight. The competitions can be held between individuals, teams, departments, or companies. Weight loss competitions do not require a large time commitment for classes, and because they stress self-responsibility and rely on group support and motivation, competitions can be very cost-effective.

**Program Summary** - The HEALTHWORKS! Health Risk Reduction program utilized the Lycoming County Health Improvement Program: Worksite Weight Loss Competition How-To Manual (Appendix A). It was conducted over a ten-week period and was provided to all area residents interested in losing weight in a safe and effective manner. Participants were asked to form a team consisting of five to ten people.

Weekly weigh-ins were conducted and progress reports were sent to the team captains. Handouts containing suggestions for sensible weight loss were provided each week. Additional community programs were offered to provide information on menu planning and the benefits of physical fitness.

**Benefits, Outcome, Results** - The competition was conducted April through June 1989. One hundred and thirty-one participants were divided into 17 teams. The goal was to lose 2,140 pounds; weight goals of individual team members ranged from five to twenty pounds.

The achieved weight loss was 66 percent of the goal weight. The average weight lost per person over the ten week period was 10.9 pounds. Calculating five missed weigh-ins as a "drop-out", eight percent did not complete the competition.

A post-program questionnaire was distributed to participants (Appendix F).

## **ADVANCE PLANNING**

### **Scheduling - Suggested timetable:**

#### **2 Months Prior**

- \* Set specific dates for orientation and commencing competition.
- \* Schedule a facility for orientation program.
- \* Schedule facility for ongoing weigh-ins for duration of the competition.
- \* Set schedule time for weigh-ins.
- \* Develop promotional materials.
- \* Prepare orientation program, develop information sheet about the competition.
- \* Identify incentives for distribution at completion of competition.

#### **1 Month Prior**

- \* Submit article for newspaper and newsletter.
- \* Distribute promotion flyers to worksites.
- \* Plan and accumulate literature for weekly distribution.
- \* Contact volunteers to assist at registration and initial weigh-in.

#### **2 Weeks Prior**

- \* Submit news release for paper.
- \* Accumulate supplies - scale, pens, index cards, handouts, questionnaire.

#### **Orientation Meeting**

- \* Provide general information on competition.
- \* Have team sign-up sheets available for registration (Appendix C)

#### **Mid-Point In Competition**

- \* Send support letter to participants

**Publicity** - News releases in the local newspaper and company newsletters; announcing the orientation program; flyers posted in public places and sent by direct mail. (Samples - Appendix B)



**PROGRAM  
IMPLEMENTATION**

**Orientation** - The purpose of the orientation session was to introduce the objectives of the weight loss competition, discuss rules and time schedule for weigh-ins, and establish teams. (see Appendix C) Hand-outs provided information on beginning an exercise program, calorie counting and exchange lists information, hints for selecting healthy foods, and sample recipes.

For the HEALTHWORKS! Weight Loss competition, pre-questionnaire forms (Appendix F, page 67) were distributed and an entry fee of \$5 was collected from all participants. The accumulated money was used for the award for the team that came closest to meeting their team weight loss goal.

Forms utilized during the orientation included individual participant registration cards, weigh-in sign-up sheets, and team rosters (Appendix C).

***First Weigh-In***

At the first weigh-in, individual weight loss goals were established using the 1983 Metropolitan Weight Tables. Participants received a wallet card for recording goal weight and weekly weight. (See Appendix D)

***Weeks 2-10***

Weekly weigh-ins were conducted and progress reports were forwarded to the team captains. Informative handouts were distributed each week, offering suggestions for ways to examine and change eating and exercise habits. The information for each weekly handout was adapted from hand-outs included in the Lycoming County Health Improvement Program (Appendix A, page 20).

***Awards Ceremony***

An Awards Ceremony is a good way to publicly recognize the winning team(s) as well as anyone who reached their individual goal. In our competition, the winning team received the money; second and third place teams received hip packs and mugs; and individuals who achieved their goal weight were awarded a T-shirt. (see Appendix E)

**Maintenance** - The maintenance phase commenced in August for a one year period of open weigh-ins, scheduled once a month. The participants could report for weigh-ins at the specified times and records were maintained for each weigh-in they attended.

**Follow-Up** - A follow-up survey questionnaire was developed and distributed through team captains to participants after 6 months into the maintenance phase (Appendix F, page 71). A total of 48 surveys were returned for a response rate of 37 percent. Of the 48 respondents, 31 percent remained the same weight, one person indicated

decreasing 5-10 pounds, while 2 people decreased 10-20 pounds. Forty six percent stated that they have increased in weight 5-10 pounds, whereas 17 percent have increased by 10+ pounds.

In response to their exercise level during the competition, 29 percent indicated increasing to one to three times per week, and 40 percent indicated increasing to 3+ times per week.

Only 35 percent of the respondents attended the open weigh-ins .

ADDITIONAL  
 CONSIDERATIONS/  
 RECOMMENDATIONS

The orientation program could include a discussion on menu planning techniques to assist participants in selecting a **variety** of foods, **balanced** in nutrients, and consumed in **moderation**.

Consider doing pre and post body measurements or body fat analysis using skin fold calipers to demonstrate loss of inches and fat to participants. It is recommended for all teams to be close in their number of members and whenever possible, group the participants by affiliations to maximize team spirit.

Another approach to consider in scheduling the competition is to first offer a weight management program to educate participants on goal setting and behavior modification of habits, then offer the weight loss competition as a way to put the principles to practice. This approach may also develop a stronger team spirit, and a more sustained effort.

We experienced high absenteeism for the last weigh-in; therefore, we recommend scheduling a mandatory final weigh-in.

RESOURCES

**Program Staff** - A staff of two, including one Registered Dietitian as the leader, and one clerical employee were involved in the ongoing program implementation. Approximately eight volunteers assisted with the initial orientation program.

**Materials** - Promotional flyers, letterhead and envelopes, pencils/pens, scale, index cards, handouts. Incentive for participants who reached goal weight.

**Facilities** - The facility for the orientation can be selected from a variety of community settings including, churches, schools, health clubs, and recreation centers.

Other considerations that are important in selecting the location include facility hours, adequate parking, availability of weight scales.



**Budget** - The total cost for the HEALTHWORKS! Weight-No-More competition was \$1,927. Expenses included staff time, printing of handouts, support materials, postage, and awards at the completion of the competition. Below is a detailed cost analysis of the 1989 Weight-No-More weight loss competition.

**Expenses**

Direct Labor and Fringes

Professional - 42 hours x \$20/hr ..... \$840.00

Clerical - 13 hours x \$12/hr ..... 156.00

Total ..... \$996.00

Travel ..... 300.00

**Materials**

Pencils/Pens ..... 6.00

Handouts ..... 40.00

Awards (T-shirts) ..... 500.00

Total ..... 546.00

Postage ..... 40.00

Photocopy/Printing ..... 45.00**Net Expenses** ..... \$1,927.00**Number of Participants** ..... 131**Average Cost Per Participant** ..... \$15.00

**Note:** Appendices B through F contain sample materials from the 10-week competition held in 1989 and an 8-week competition conducted in 1992.

# **Weight Loss Competition**

# **Appendix A**

Lycoming County Health  
Improvement Program

Worksite Weight Loss  
Competition Manual

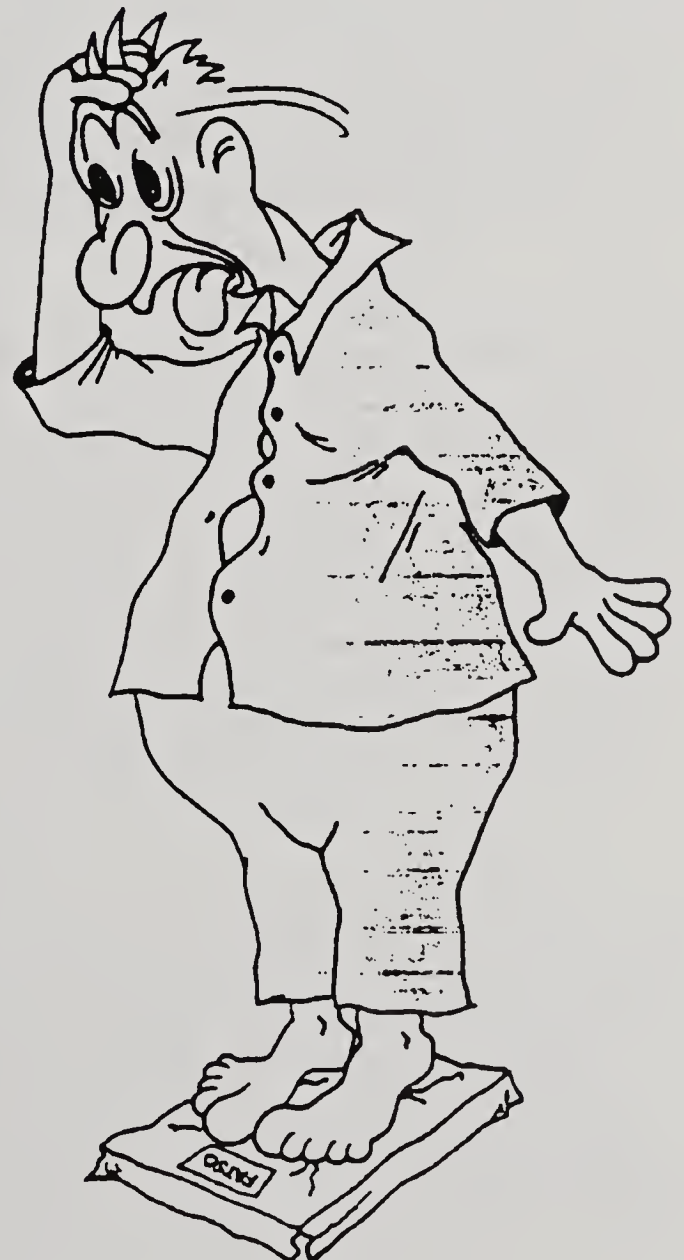




COUNTY HEALTH IMPROVEMENT PROGRAM

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WORKSITE WEIGHT  
LOSS COMPETITIONS:  
A "HOW-TO"  
MANUAL





**CHIP, the Lycoming County Health Improvement Program**, is a community-based health promotion / heart disease prevention research project. Extensive experience in numerous businesses and industries in the development of worksite health programs has led to the discovery of competitions as an effective tool for health behavior change. This is a step-by-step manual for conducting weight loss competitions in the work environment. Whereas clinical approaches to weight loss have not typically shown great success when used in the worksite, this program has been designed specifically for such applications, and has proven to be highly successful in a wide variety of settings.

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(copyright pending)

## Worksite Weight Loss Competitions



### I. INTRODUCTION

Losing weight, whether it be five pounds, 15 pounds, or 55 pounds, is not easy. And those people who have been lured into believing they can lose weight by “quick, easy, effortless” weight loss gimmicks usually end up discouraged and frustrated instead of thin. All the hype has made people forget the main culprit behind their weight problems: their **habits**. Few weight loss programs actually show people how to examine their eating and exercising habits and how to change them.

Most people think losing weight means doing something called “dieting”, a term that refers to any number of different or unusual eating regiments. **Going on** a diet has a flip side — **going off** the diet; so the old habits are never really broken. The “diet” was just a temporary diversion from the old, bad habits.

Successful weight loss programs teach people how to understand their eating patterns, identify their habits, study how they lost and gained weight in the past, and **gradually** change their old habits into new ones that make it easy to stay at their ideal weight.

When trying to break any habit, the most important thing is to stick with it. Habits don’t form overnight, and they can’t be changed overnight either. As the saying goes, “If at first you don’t succeed, try, try again.” The hardest part of “try, try again” is finding the motivation to stick with it. It is in this area that recent discoveries have revealed a new and exciting way of motivating people to stick to a

weight loss program: weight loss competitions at the worksite. Most people spend most of their waking hours at their jobs, making the worksite an ideal place for a weight loss program, especially one that involves healthy competition, cooperation, team spirit, peer support, and fun. These ingredients have shown to provide the needed motivation to participants as they put forth the effort to change old habits.

The following pages are a “how-to” manual for conducting worksite weight loss competitions. With the experience of having conducted a dozen competitions in a wide variety of working environments, we know the program can be adapted to any setting, and we know it **works**.

Weight loss competitions last for twelve weeks. At the beginning, teams are formed and each member is weighed and his/her weight loss goal is set. The sum of all team members’ goals becomes the team goal, and the team which loses the highest percentage of their goal at the end of the competition is the winner. Each participant contributes \$5 to a prize fund for the winning team, and the company usually provides additional incentives. Participants are weighed each week, and the teams are told where they stand in the competition. Handouts are given out at the weekly weigh-ins containing advice and suggestions for sensible weight loss. A strong sense of mutual support and encouragement develops within each team which is a major source of motivation to participants.

### II. HOW TO BEGIN

The first step is to schedule the competition. The beginning of a new year, right after the holidays, is an ideal time because people have made resolutions to lose weight and they are thinking of being able to wear spring clothes and bathing suits. If the program is announced before the holidays, people will “psych themselves” for the start of the competition as the weeks and days are counted down.

It is quite beneficial to organize a small planning committee of employees who represent a cross section of the workforce with members from different departments and shifts, management and workers.

Members should be respected and well-liked by their co-workers, and above all, enthusiastic. The committee works out the logistics of the competition, promotes and publicizes the event, and recruits participants from throughout the company. They should agree on the selection of an individual who will not be participating in the competition who will conduct the weekly weigh-ins and keep the records. This person should be someone with whom all participants will feel comfortable since they are entrusting the confidentiality of their weights, goals, and weekly progress to this record-keeper.

### III. PROMOTION AND RECRUITMENT

After scheduling the competition, an announcement is made to everyone in the company. Promotional efforts should emphasize that this program is something new, exciting, and lots of fun. A flyer or letter to each employee (appendix 1), posters, and newsletter articles help to spark interest and encourage participation.

These announcements should invite interested employees to attend a brief informational meeting (20-30 minutes) at which time the program will be explained in detail, questions answered, and rules distributed (appendix 2). During this meeting, people from each department or area should be designated as the ones to contact to sign up for the program. The deadline to join is the day of the first weigh-in.



so that everyone begins at the same time. Employees should be allowed to join right up to this first weigh-in, since the last minute excitement usually draws a few lingering skeptics.

Consider sending a press release to the local news media about your company's weight loss competition

(appendix 3). This is unusual and interesting news, and, if released prior to the competition, it can also help to increase participation within your company. If this is done, continue to send weekly updates to the press regarding how each team is doing, how many pounds have been lost to date, and quotes from participants and company management personnel.

---

#### **IV. TEAMS AND INCENTIVES**

Teams can be designated as soon as there is a rough idea as to how many participants there will be and what departments, shifts, or areas they represent. Teams should have at least 10-20 members and all teams should be close in their numbers of members. Whenever possible, group the participants by these natural teams (departments or shifts) to maximize team spirit.

A critically important ingredient is management support of the program. Health promotion efforts at work are most successful when there is a shared commitment by the employees and the management. Management incentives that have worked well in the past include matching the prize fund contributed by the participants (thus, doubling the "pot"), giving a day off to everyone who meets their weight loss

goal, taking the winning team out for a special evening, or offering a prize to the team which, six months after the competition is over, has kept off the most weight. Creativity is the key to effective incentives. It adds to the fun of the competition and helps keep participants motivated. Good ideas for incentives may be found by asking the planning committee for their suggestions.

Encouraging management personnel to participate in the competition carries management support one step further. Mixing department heads and supervisors with staff members and line workers puts everyone on the same level. It is very encouraging and motivating for participants to have, for instance, their president or supervisor in the same program, on the same team, with the same goal: to lose weight and keep it off.

---

#### **V. WEIGH-INS AND GOAL-SETTING**

The first weigh-in kicks off the competition. The first weigh-in will take about five minutes per person since height is checked and the goals are set. The weekly weigh-ins which follow take only a minute or two, just time enough to hop on the scales. Weigh-ins should be scheduled as conveniently as possible for the participants and for company operations, for example, near shift changes or at slow points in the workday. A private, centralized location such as an office or conference room is the best setting for the weigh-ins, as opposed to high-traffic places like employee lounges or cafeterias.

At the first weigh-in, the record-keeper sees each participant privately. The height is taken by having the person stand without shoes under the height-measuring attachment of the scale or against a tape measure tacked to a wall. The weight is also taken without shoes and without heavy jackets or sweaters. A "doctor's scale" is best, but a digital electronic scale works quite well also, especially if the weigh-in site will move from one area to another. Scales should be calibrated with a dependable scale periodically throughout the program if there is any doubt as to their accuracy. Weight measurements taken in quarter pounds should be recorded as the next highest half pound (134¼ lbs. becomes 134½ lbs.). Similarly, record heights to the nearest half-inch (5'8¾" becomes 5'9"). Using the 1983 revised standard height/weight chart (appendix 4), goals are determined for each participant.

The main objective in setting weight loss goals is to do it in such a manner that all participants are treated equally and fairly, while also making the goals achievable and safe. To do this, find the midpoint of the weight range listed for a participant's height. For anyone whose weight is more than 20 pounds over the midpoint. A goal of a 20-pound weight loss in 12 weeks is set, 20 pounds being the maximum goal for anyone in the program. If someone is less than 20 pounds above the midpoint, the goal is the difference between the midpoint and the current weight. By setting goals in this manner, no one needs to lose more than 1-2 pounds per week at the most. Once the goal is reached, the new "goal" becomes maintaining this weight for the duration of the competition.

Of course, some flexibility in setting goals may be needed. For instance, in some competitions participants were allowed to have some leeway in goal-setting, up to ten pounds above or below the midpoint for the height. The important thing to remember when determining the degree of flexibility which your program's goal-setting procedure will allow is that all participants should be treated the same way.

Record each team member's height, weight, goal, and number of pounds to lose on his/her team's record sheet (appendix 5) and mark "paid" when the prize fund money has been collected. Once all of this information is recorded, the first week's handout is given to the participant and he/she is reminded of the weigh-in day and time for the next week.



## VI. HANDOUTS

As noted before, this program is a habit-changing approach to weight loss rather than a strict diet. A carefully designed manual has been developed (appendix 6) that contains a total of 43 weight loss behavioral strategies. One section of this manual is distributed each week. Each handout suggests ways to examine and change eating and exercising habits, and participants are encouraged to try all of the suggestions.

Each participant receives a graph (appendix 7) at the first weigh-in to record initial weight and weekly weight loss progress. Calorie counters, if available, should be distributed at the second weigh-in. These are often available at no cost from the state health department or other health organizations in the community. If not, participants should be guided to where they can purchase an inexpensive one for their own personal use. Sample diet diaries (appendix 8) are provided, and participants are encouraged to buy a small pocket-size notebook to use for this purpose.

## VII. WEEKLY WEIGH-INS AND PROGRESS REPORTS

After the initial weigh-in, the weight loss goals of all participants are totaled to arrive at the weight loss goal for each team. All participants are then informed of the total goals for all of the teams and how many members each team has. Everyone is then weighed on a weekly basis throughout the remaining 12 weeks of the competition. (There are actually 13 weigh-ins.) These weigh-ins should be scheduled for a specific time and location each week, allowing ample time for all participants to come in. Each week, the pounds lost to date by each team's members are added up to show the total weight lost to date by the team. An individual only receives "credit" for his/her team for the amount of his/her original goal and no more. For instance, if a goal is 20 pounds and this person loses 25 pounds, only 20 of those 25 pounds will count toward the team's goal. This is to discourage anyone from crash dieting just for the sake of winning the competition. The team's total pounds lost to date each week is divided by the total team goal to produce the percentage of the goal that the team has lost so far. This is the important figure, since it is the team which loses the

highest percentage of their goal that wins the prize in the end. The weekly progress of each team is then posted on scoreboards or bulletin boards throughout the company, as well as printed in the company newsletter and sent to the local media, if desired.

Teamwork becomes increasingly important as the competition progresses. To help their team stay in or take over the lead, teammates can hold "rap sessions" to discuss the weekly handouts, group exercise sessions, or lunch hour walking groups. Sometimes "sabotage" strategies are devised to keep the other teams from winning. For example, during one competition, one team sent another team a tray of sticky buns the day before the final weigh-in! Although this may seem like "playing dirty", trying to keep other teams from winning is legal, and obviously, helps to make the competition more fun. While building team spirit, team members become even more supportive of each other's weight loss efforts. Letters of support within teams as well as from the company management have also been very effective in building motivation and enthusiasm (appendices 9 & 10).

## VIII. PLANNING THE MAINTENANCE PROGRAM

Planning for the maintenance phase of the weight loss program after the competition is over is a very important step, one not to be neglected. Maintenance can mean keeping the weight off or continuing to lose more weight if necessary to reach one's personal weight loss goal. The excitement generated in the competition can help to motivate participants to keep their improved habits over the long-term.

Maintenance can be very simple and still be effective. One way is to place scales in the employee lounge or throughout the workplace so that those who participated in the competition can conveniently continue their weekly weigh-ins on their own. Departments or shifts can set up incentives for their people to keep their weight off. One company's motto was "Payday is Weighday!" and employees faithfully weighed themselves as they picked up their paychecks each week, keeping their own weight loss progress records. Periodically, they would get together for fifteen minutes to give each other support, and to share suggestions and personal progresses.

Adding exercise sessions to the maintenance component is another good idea. As with weight loss, the encourage-

ment of co-workers in an exercise program increases the chances of long-term maintenance of improved health habits.

Incentives for maintaining weight loss can be every bit as valuable as they were in achieving the loss. Use imagination in designing these incentives and offer them to teams as well as individuals.

In designing the maintenance component, the participants should be asked for suggestions through an informal survey during the weekly weigh-ins or by using a suggestion box. Sign-up sheets should be posted toward the end of the competition for those who want to set up walking groups, exercise sessions, or discussion groups. In other words, a variety of activities might comprise the maintenance phase to accommodate everyone's preferences. Environmental measures, such as a special bulletin board for posting weight loss tips and recipes, low-calorie food vending machines in the company lunchroom, posters and newsletter articles, to name a few, should supplement these activities to provide further support and encouragement. Finally, an important key to the success of the entire weight loss program is to begin the maintenance phase as soon as the competition is concluded so participants don't have a chance to lose the ground they've gained.



### IX. COMPETITION CONCLUSION

Well in advance of the completion of the competition, plans for the final weigh-in and announcement of the winning team should be formulated. If the media has been kept abreast of the progress on a regular basis, a press conference is a natural finale to the program. Participants of all teams should be present, if possible, for the announcement of the winning team and presentation of the prize money.

Morale and motivation are high at this gathering, so if this moment is like the finale, the announcement of the

maintenance phase is like an encore, especially if incentives are being offered for participants to continue in their weight loss efforts or to maintain their new weight.

Of course, congratulations are in order for all the teams and participants in the competition. This is best done by the top official of the company or organization as well as department heads and team spokesmen. Again, the importance of this outward display of management support cannot be overemphasized.

### X. EVALUATION OF THE PROGRAM

Evaluation of CHIP's weight loss competitions has focused on three outcomes: weight loss, employee attitudes and morale, and program costs. Figure 1 (appendix 11) displays the weight losses of the first three programs. Weight loss is significant, and there is minimal attrition from this program (less than ½ of 1%). Since attrition is typically high in worksite health promotion programs, we regard our low dropout rate as a highly important result. The low dropout rate may be accounted for by the second area of evaluation, namely employee attitudes and morale.

As is evident from Figure 2, (appendix 11), employees view the program in a highly positive manner in areas such as morale, relations with co-workers and supervisors, and

knowledge of health. Questionnaires are used both at the beginning and the end of the competition to assess employee attitudes (appendices 12 & 13). Even if weight loss had not been as successful as it was, many managers view the positive impact on morale as being an important effect by itself.

### XI. SUMMARY

There are four key points of worksite weight loss competitions which, if kept in mind through all planning and implementation efforts, help to assure a well-received and successful program. 1.) Genuine management support which is continuous and consistent throughout the twelve weeks is perhaps the most important ingredient for a successful program. This support should be gained before any other planning measures begin. Management support applies not only to the top official within the company or organization, but also all levels of managers and supervisors in between. 2.) Promotion of the event and recruitment of participants should be well-planned, not haphazard or hurried. All employees should be informed, preferably through a personal letter or flyer.

Promotional strategies should present this program as something which will be different, fun, and worth looking into by those who wish to lose weight. 3.) Creativity and flexibility are important throughout the competition. Creativity, in terms of such things as appealing incentives, a refreshing approach to weight loss, and exciting use of teams and competition is the feature which will draw participation. Flexibility, in terms of scheduling, goal-setting, and the basic guidelines of the competition, is the feature which will sustain participation. 4.) Pre-planning and spontaneous implementation of the maintenance phase distinguish programs that produce long-term, sustained, habit change from those that produce only short-term weight loss.





Appendix 1 - (sample promotional letter)  
**WE CAN'T "WEIGHT" FOR BETTER HEALTH!!**

How many times have you taken on the "battle of the bulge" single-handedly?? More times than you wish to remember? And how many of those "front-line confrontations" would you say have been successful? If you're like most Americans who have tried on their own to lose weight and keep it off, not very many. For most of us, the only noticeable results of all of our eager intentions are discouragement, a growling stomach, and a feeling that we're hopelessly doomed to queen sizes or the big men's department.....

Well, **despair no more!!** Here is a chance to join forces with your co-workers and oust those spare tires and saddlebags. Almost all of us could afford to shed a few unwanted pounds here and there, but regardless of how much or how little you need to lose, this event could be just what you've waited for to give you the needed boost of motivation. And if you happen to possess a little of the good ol' competitive spirit, this unique event is not only destined for success in the weight loss game, but also is designed to be lots of fun.

Our CHIP Committee is planning a 12-week weight loss competition which will be comprised of teams of our own employees within the company. Although we do not promise to have any quick, easy weight loss secrets, what we do have are a lot of ideas for making this weight loss effort probably the most fun and most successful you've ever tried before. CHIP has conducted these competitions in several businesses and worksites and already they have seen much higher success rates than in the usual approaches to weight loss.

**Interested???** Maybe, but want to know more? Come to a brief informational meeting on Wednesday, September 1st, at noon in the basement conference room. We'll explain how the competition will work and answer any questions you might have about the program. There is no obligation to participate if you attend this meeting, but you're sure to find that it sounds like a lot of fun and a great way to slim down.

Bring your co-workers, maybe even make a few wagers of your own, but at least come and learn more about this new approach to weight loss! If you have any questions in the meantime, contact Bob at extension 225.

We hope to see you at the meeting on the 1st!!

Appendix 2  
**WEIGHT LOSS COMPETITION RULES**

1. The competition will be 12 weeks long, with a total of 13 weigh-ins.
2. Weigh-ins will be held weekly on a specified day and will not be changed once the competition is in progress. A new section of the weight loss manual will be given out at each weigh-in.
3. No one's goal will exceed 20 pounds for the 12-week program. Any weight loss above your original goal as determined at the first weigh-in will not be counted toward your team's collective goal.
4. If you miss a weigh-in one week, your previous week's weight will be recorded for that week. If, however, you miss another weigh-in in a row, you will be recorded as having lost zero pounds to date. This will continue until you return to a weigh-in, at which time your progress to date will once again be entered and added in with your team's progress.
5. Anyone who drops out of the competition will not have their goal subtracted from the team's goal, the only exceptions being for medical reasons or a change in job status that would warrant withdrawal from the program.
6. Individual weights, goals, and weight loss progress will be strictly confidential unless you personally choose to tell others yourself.
7. Each participant will contribute \$5 to the prize fund at the beginning of the program. This will go to the winning team. Since teams will most likely vary in number and goals, the winning team will be the one which loses the highest percentage of its original collective goal at the end of the 12 weeks.
8. Goals are set in a uniform way at the first weigh-in so that everyone is treated equally and fairly. If, however, your personal goal is less than the goal set at the first weigh-in, you are encouraged to strive for your personal goal and not feel pressured into losing more than you may want to lose. This is rarely the case, but it is a possibility.
9. Anyone whose weight at the initial weigh-in is less than the minimum for the height as established for this program will not be counted as a team member nor will the personal goal of this individual be added in with a team. People in this situation may follow along with the program if they wish, but they will neither contribute to nor collect from the prize fund, and any weekly weight loss will not be added in with a team's progress. This is intended as a safety measure - the purpose of this program is **not** to encourage thin people to become thinner.



Appendix 3 - (sample press release)

STROEHMANN EMPLOYEES TAKE "CHIP CHALLENGE"

IN WEIGHT LOSS PROGRAM

More than 100 employees of Stroehmann Brothers Company have taken the "CHIP Challenge" by joining forces for a 12-week weight loss competition within the company.

In the past two years, CHIP has conducted similar competitions in ten different work settings and has seen very promising staff results in terms of sustained weight control, heightened employee morale, and an increase in general health awareness and lifestyle modification for overall health improvement.

At Stroehmann, four teams of weight-conscious employees have been designated within the company by grouping those interested by their natural work environments. The teams include the bread, cake, and roll divisions, and the corporate headquarters on Four Mile Drive. The program will entail weekly weigh-ins and the distribution of educational materials relating to changing eating habits, counting calories, and increasing physical activity and exercise. Participants have contributed \$5 toward a "prize fund" which will be matched in dollars by the company and go to the winning team. The winning team is the one which loses the highest percentage of its weight loss goal in the 12 weeks.

According to Michael R. J. Felk, Executive Director of CHIP, "The success of our previous weight loss competitions is related to four features of the program. First, we've used a sound approach to weight loss, emphasizing the importance of altering eating habits. Changing habits requires effort, but it is the key to permanent weight control."

"Cooperation and mutual support among co-workers is the second feature," Felix continued. "They find it reinforcing to discuss their progress with one another as they work together to change habits and lose weight."

"The third feature to which we attribute the positive results is simply the element of competition itself," Felix said. "Competition can be an incredible motivator, and having a sense of loyalty to fellow teammates helps to keep people involved. As for the fourth feature, it is our feeling that, above all, the genuine and continuous support from the top management of the organization is one of the most important factors for the success of any worksite health program."

J. P. Wygant, Stroehmann President, stated, "I am pleased indeed to see our employees participating in the CHIP Program. Their personal well-being is important to me, as individuals and as members of the Stroehmann workforce. The program promotes good health and will benefit all concerned."

Felix expressed pleasure over Stroehmann's involvement with CHIP through their participation in a weight loss competition. He said, "We have tried these programs in a variety of businesses and industries, and Stroehmann gives us an opportunity to examine the outcome of such a program in a setting which is unlike any others in which we have worked. The unusual shift patterns of the bakery industry, for instance, pose a real challenge. But we believe that these programs can be effective in any work environment."

Appendix 4

MIDPOINT HEIGHT/WEIGHT CHART

WOMEN				MEN			
height	midpoint	height	midpoint	height	midpoint	height	midpoint
4'9"	117	5'5"	140	5'1"	139	5'9"	162
4'9 ½"	118	5'5 ½"	141	5'1 ½"	140	5'9 ½"	164
4'10"	119	5'6"	143	5'2"	142	5'10"	165
4'10 ½"	120	5'6 ½"	145	5'2 ½"	143	5'10 ½"	167
4'11"	121	5'7"	147	5'3"	144	5'11"	168
4'11 ½"	122	5'7 ½"	148	5'3 ½"	146	5'11 ½"	170
5'0"	123	5'8"	150	5'4"	147	6'0"	172
5' ½"	124	5'8 ½"	151	5'4 ½"	149	6' ½"	174
5'1"	126	5'9"	153	5'5"	150	6'1"	176
5'1 ½"	127	5'9 ½"	154	5'5 ½"	152	6'1 ½"	178
5'2"	129	5'10"	156	5'6"	153	6'2"	180
5'2 ½"	131	5'10 ½"	157	5'6 ½"	155	6'2 ½"	182
5'3"	133	5'11"	159	5'7"	156	6'3"	184
5'3 ½"	134	5'11 ½"	160	5'7 ½"	158	6'3 ½"	186
5'4"	136	6'0"	162	5'8"	159	6'4"	188
5'4 ½"	138	6' ½"	164	5'8 ½"	161	6'4 ½"	190

## Appendix 5

### TEAM RECORD SHEET

[illegible]



Appendix 6

## WEEK 1: GETTING STARTED

Congratulations! You have just started on the most effective weight loss program you have ever tried. Scientific study by CHIP (The County Health Improvement Program) has shown that this program works.

There are two reasons:  
COMPETITION (and TEAM SPIRIT)  
THE RIGHT ATTITUDE

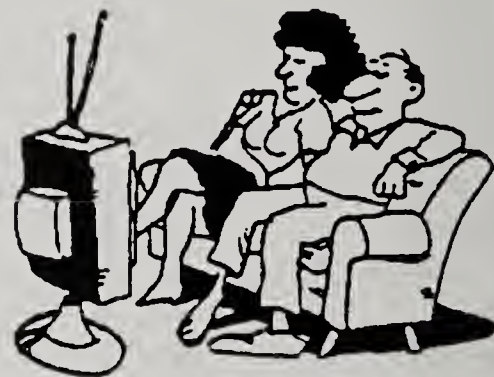
**Competition** and team spirit are two of the strongest motivations for weight loss yet discovered. By competing for your team and helping your teammates you will add this powerful motivation to your own personal reasons for weight loss. Pick a buddy from your team. Work together to help each other and to help your team. The combination is unbeatable!

**The right attitude** is the second ingredient. This might mean taking a totally new outlook on losing weight. Remember that small changes are better than large ones. Drastic changes are difficult at best to maintain, and rapid weight loss is neither wise nor healthy. Set reasonable goals and monitor your progress. As was discussed when your goal was set, one to two pounds per week is a safe and gradual rate at which to lose weight, and the pounds are more likely to stay off at this rate. And, think positively! Every good coach knows that winners dwell on their successes while losers dwell on their failures. Everyone slips once in awhile, but the sooner we put it in the past, the easier it is to see progress once again. Avoid words like "always" and "never"; words like these make it too easy to become discouraged. You can reach your personal weight loss goal, and you WILL with the right attitude!

This week's assignment lays the groundwork for your whole program of weight loss. The key is record-keeping: keep careful track of what you eat. Using a small pocket-size notebook, follow the format provided for keeping a Diet Diary. Each day, write down everything you eat and drink throughout the entire day. No matter how little it is, write it down immediately after you eat and drink so that you won't forget.

Each week after you are weighed, put an "X" on your personal weight loss graph next to the number of pounds you have lost. Put this chart on your refrigerator so you can see it each day and watch your weight go down!!

Congratulations again! You are on your way to a thinner you.



### SOMETHING FOR YOUR SPOUSE

Your spouse has just started on the most effective weight loss program that he/she has ever tried, give him/her a chance!

You may say to yourself. "Ho hum. Again? I've heard all this before." DON'T! If you can't say something helpful, don't say anything.

Encourage your spouse. Encouragement can be as simple as noticing that he/she is trying. If you can do more, by all means do it.

Read the manual that your spouse is following. That will help him/her and it can help you, too. The most important part for you to read is Week 7, which addresses the importance of family support.

If you feel inclined to reward him/her for progress along the way, be imaginative in your rewarding, and don't use food as the reward.

If your spouse doesn't tell you, ASK him/her how you can help. Different people want different kinds of help, encouragement, or reinforcement.

Especially, don't label a moment of backsliding as failure in the whole effort. Encourage him/her to get back up and keep trying as soon as possible.



## WEEK 2: CALORIES COUNT!

Competition (and team spirit), cooperation, and the right attitude are the keys to success in losing weight in this program. You have begun by learning to keep a Diet Diary. Now let's see how you can use it to lose weight.

Food provides the energy that keeps our bodies running. A calorie is a measure of energy available in food. When we eat more calories than our bodies need, we store this extra energy as fat. When we eat less than our bodies need, we burn up this fat. But the best way to get rid of fat is to eat less calories AND use more energy. This week we will start by learning more about calories in food and seeing just how many calories we consume. Use the Calorie Guide to determine the number of calories in the food and beverages you consume. You might find this a bit tricky at first. Combinations of foods such as casseroles and foods with sauces contain several different ingredients, so you'll need to find each ingredient in your Calorie Guide and add up all of the calories in the portion you eat. Sometimes you will eat more or less than the amount listed in the Calorie Guide as a single serving. In that case, try to estimate how much more or less you actually ate and adjust the calories accordingly.

Figure out the number of calories you have eaten each day. If this number goes down, your weight will go down simultaneously. It's as simple as that! How? One pound equals roughly 3500 calories. That is, if you wish to lose one pound per week, you will need to eat about 500 calories less per day than you eat at your current weight. This is a simplification, but it's basic addition and subtraction of calories that determines weight gain and loss.

Let's review:

- ★ The extra food we eat becomes fat in our bodies.
- ★ To get rid of this fat, we must eat fewer calories.
- ★ Our Calorie Guide shows the caloric content of food.
- ★ Use your Diet Diary to write down everything you eat and drink, when you eat and drink it, and how many calories it contains.
- ★ Keep track of your daily caloric intake totals.

Your goal for this week is to continue to keep an accurate Diet Diary and to learn how to use the Calorie Guide to find out how many calories you are eating each day. Once you learn how much you eat and when you eat it, you will have a better understanding of what you need to do to lose weight and keep it off.

## WEEK 3: EATING HABITS AND THE DIET DIARY

Remember to keep your Diet Diary. It may be hard, but it's worth it.

This week we will study your Diet Diary to find ways to better control your eating habits. First, look at when you do most of your eating. Do you eat your three main meals at about the same time each day? If so, you are already following a good weight reduction pattern. If not, this is your first step in starting your weight reduction program: plan to eat at the same time each day.

Next, let's look at when you eat your snacks. If your Diet Diary shows you snack just about any time, it's time to plan your snacks at the same time each day. This may mean you will have to refuse food that friends and relatives offer you if it isn't time for your snack. But if your Diet Diary shows that you do snack about the same time each day; use this information to cut out some of your excess eating. For example, plan some activity during one of your "snack times" to keep you busy instead of eating. Try doing your housework, gardening, walking your pet, swimming, riding your bicycle, playing a sport with a friend, or working on a hobby or craft. And if you must snack, have something low-cal. Check your Calorie Guide for some low-calorie snacks (under 50 calories).

The last item to check in your Diet Diary is how many calories you eat each day. In order to lose one to two pounds a week, women should eat no more than 1,200 calories per day and men should eat no more than 1,500 calories per day. If your Diet Diary shows you are eating more than this many calories each day, you need to find ways to reduce. Your Calorie Guide has taught you that there is a big difference in the number of calories in a piece of fruit compared to a piece of pastry. Using your Calorie Guide and your Diet Diary, see which foods you tend to eat that are high in calories, then find lower-calorie foods that you like almost as much. For example a piece of chicken is lower in calories than a piece of steak. Choose chicken!

Let's review:

- \* **Plan** to eat your meals and snacks at the same time each day.
- \* **Try to substitute** some physical activity instead of having a snack.
- \* **Replace** the higher-calorie foods you have been eating with lower-calorie foods.

Keep in mind that, when we eat too much, we often feel like we are "out of control." Well, we are. So, to get back in control, we have the handy Diet Diary to show us when we are most likely to lose control and which foods are making us eat too many calories. Have your buddy review your diary and suggest ways to reduce your calories.

Your goal for this week is to follow the tips on this sheet to help you cut down to the magic number of 1,200 calories if you are a woman and 1,500 if you are a man. Be sure to write down your weight on your Personal Weight Record graph and keep writing what you eat and drink in your Diet Diary. Think positively!

## WEEK 4: REGULAR EXERCISE

Remember to plan your meals, get into some sort of physical activity instead of snacking, and replace high-calorie foods with low-calorie foods as often as possible. It may be hard, but it's worth it!

You have already learned that your Diet Diary can help you cut down on the number of calories you eat. But if all you do is cut down on calories, your body will eventually adjust to the change and you will find it harder to lose as much weight as you did when you first started. Exercise can help you use up more calories. And, believe it or not, exercise actually reduces your appetite!

This week, let's focus on regular exercise, the kind we get during normal, everyday activities. The key is to waste energy, burn up calories.

### **1. Increase walking**

Each time you reach for your car keys, ask yourself if you could walk instead. If walking would take too long, how about riding a bicycle? If you must drive, take the first parking space you see instead of driving around looking for the closest spot. And when you take a bus, get on and off one or two stops further than your usual stop.

### **2. Increase use of stairs**

When you have laundry and other things to carry upstairs, make several trips instead of trying to carry everything up in one trip. Use the stairs instead of the elevator or escalator in stores and other buildings.

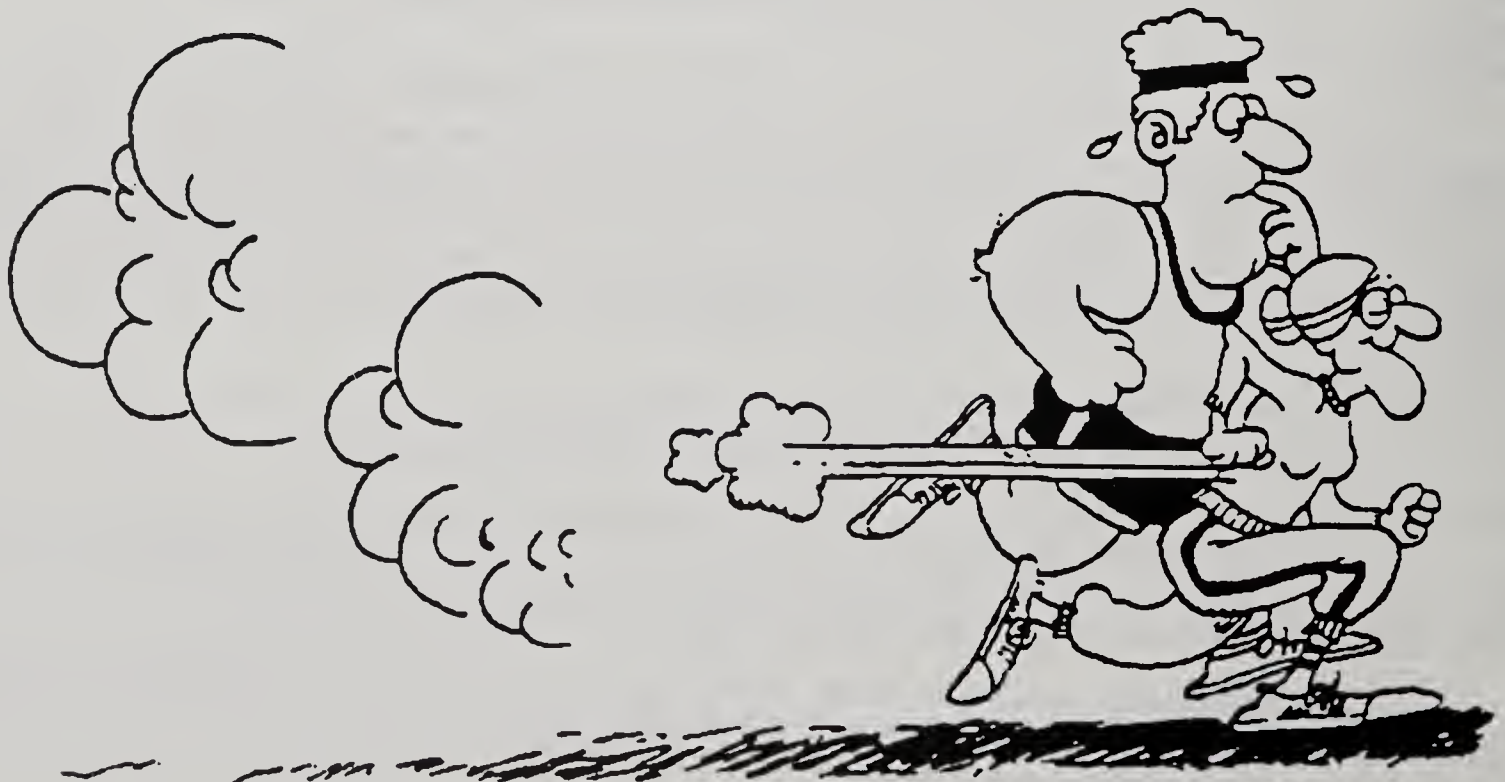
### **3. Increase other routine exercise activities**

Moving around burns up more calories than sitting or standing still, so keep looking for ways to walk instead of ride. They really can add up to a lot of calories if you do it every day. Walking is one of the best general conditioning exercises of all, and it's easy to make it a regular part of your daily activity.

Let's review:

- Walk instead of driving. Ride a bike instead of a car.
- Make several trips up and down stairs instead of trying to carry everything upstairs or downstairs at once. Use the stairs instead of the elevator or escalator.
- Whenever you can, move instead of standing or sitting still.

Your goal this week is to try to increase your regular exercise. Also, continue to keep your Diet Diary, stick to your calorie limit, and write down your weight on your Personal Weight Record. Keep thinking positively!





## WEEK 5: EATING HABITS

### CONTROLLING YOUR FOOD ENVIRONMENT

Remember to plan your meals, increase your physical activity, and replace high-calorie foods with low-calorie foods as often as possible. It may be hard, but it's worth it!

By now, you've probably made keeping your Diet Diary a daily habit. But, since old eating habits are hard to break, it's time to add some new tips to be sure you're not tempted to lose control. Try these do's and don't's:

**1. DO STORE FOOD OUT OF SIGHT**

Food kept on the counter or in see-through containers makes us want to eat. Keep all foods in the cabinet where they won't tempt you.

**2. DON'T KEEP SERVING DISHES ON THE TABLE**

After a meal is served, place each serving dish on a counter or some other place away from where you are eating.

**3. DO USE SMALLER PLATES**

The same amount of food on a smaller plate will help you feel more satisfied with the amount of food you are now eating.

**4. DON'T PUT YOURSELF IN CHARGE OF SERVING DISHES**

When you eat with others, ask them to do the serving so you aren't constantly handling the food.

**5. DO EAT IN THE SAME PLACE**

Whenever we eat, our brains automatically associate food with the place in which we eat it. If we eat in many different places, we will be reminded of food whenever we are in these places, so pick just one place to eat meals and snacks.

**6. DON'T EAT FROM CONTAINERS; EAT FROM PLATES**

Containers make it easy for you to lose track of how much you're eating and you become tempted to eat more than you really want, so put one serving of food on your special plate and put the container away before you eat.

**7. DO LEAVE THE TABLE IMMEDIATELY AFTER EATING**

Sitting around the table to relax and talk only tempts you to over-eat, so leave the table after eating and socialize somewhere else.

**8. DON'T SAVE LEFTOVERS**

Leftover food is too tempting, so don't keep it; either give it away, store it out of sight immediately, or throw it away. Better yet, cook only as much as you know will be eaten.

**9. DON'T HIDE FOOD AROUND THE HOUSE**

Some people like to keep stashes of food all over the house where it just sits and waits for someone to eat it. To be sure that someone isn't you, keep all foods in the kitchen or pantry.

Your goal this week is to try to follow as many of these tips as you can. Read them several times each day until they become habits and they'll help you stay within your calorie limit. Also, keep up your Diet Diary, write down your weight on your Personal Weight Record, and keep thinking positively!



### **WEEK 6: EATING HABITS DURING MEALS**

Remember to stick to your calorie limit, keep food out of sight between meals, and increase your physical activity. It may be hard, but it's worth it!

Now that you have learned how to keep food out of sight and hopefully out of your mind between meals, let's try some tips to use while you're eating. The main idea here is to learn to eat more slowly. Eating more slowly lets us begin to feel full before we've eaten too much. Try these tips:

**1. PUT YOUR FORK DOWN BETWEEN MOUTHFULS**

After you take a bite of food, put your fork down until you've swallowed that mouthful. At first, this may feel a bit funny, but it will do wonders in slowing your eating.

**2. PAUSE IN THE MIDDLE OF THE MEAL**

Stopping for a moment during the meal will slow down your eating and give you a chance to start feeling full and satisfied.

**3. BE THE LAST TO FINISH EATING**

If you are the first to finish eating, you will be more tempted to eat more while the others around you are still eating. If you finish last, you will know that you are eating more slowly.

**4. CHEW SLOWLY AND ENJOY YOUR FOOD**

Pay attention to what you are eating and how good it tastes. Enjoy the quality; don't fret about the quantity.

**5. WHEN YOU EAT, JUST EAT**

Don't read, watch TV, or do anything else while you're eating. Concentrate on the food, or you'll lose track of how much you're eating. How many times have you finished a whole box of cookies in front of the TV without even realizing it?

**6. PREPARE FOODS ONE PORTION AT A TIME**

If you're making two slices of toast, prepare and eat the first piece before you prepare the second piece. This will slow you down and give you a chance to decide if you can be satisfied with just one piece. Do this with other foods too.

Your goal this week is to try to follow these tips. Read them before each meal, and they will become good eating habits. Also, keep up your Diet Diary, write down your weight on your Personal Weight Record, review what you have learned so far, and keep thinking positively!

### **WEEK 7: SOCIAL SUPPORT**

Remember your old friend the Diet Diary. Keep it going. It may be hard, but it's worth it! And keep working on your new friend, eating more slowly. It will pay off.

Your spouse, family, friends, and co-workers can be a tremendous help in your efforts to lose weight. Here are three basic ways they can help.

The first way is by encouraging your efforts. Encouragement can be as simple as noticing that you are trying. People who are really interested in helping you can praise you or give you small rewards for your hard work (not food, of course!). It is just as important for you to encourage them to help you and to let them know how they can best help you. You may find that some people think they are being helpful by criticizing you when you lose control. Tell them that if they can't say something encouraging, you would rather they didn't say anything. And let them know that encouraging you to eat "just a little bit of this delicious food" can hurt, so you would rather they didn't.

The second way is by reminding you of what you have already learned: for example, in the beginning of this program you gave your spouse a page of this manual with suggestions on how he/she could help make this weight loss program successful for you. Refresh his/her memory as to those suggestions, and above all, tell your spouse how he/she can help you; don't assume he/she knows. Also, tell people you want their **reminders**, not nagging or criticism. Reminders let you know they care; nagging just makes you feel discouraged.

The third way others can help is by helping you do what you have already learned. Perhaps they can follow this weight loss program when they are with you. They might want to start with something simple like walking with you instead of driving. Then, they could add some of the other suggestions you learn each week. The key here is to go slowly. You know they want to help, but don't overwhelm them with more than they are willing or able to do at one time. Be specific about what you want them to do when they are with you.

Let's review:

- ☆ Ask your family and friends to encourage you.
- ☆ Ask them to remind you, but not nag you, of what you have already learned about your weight loss program.
- ☆ If they are very interested in helping you, ask them to follow this weight loss program when they are with you.

Your goal this week is to find a family member, friend, or a co-worker to support you during your weight loss program. Start slowly and be sure to show you appreciate their efforts at helping you. Be sure to write down your weight on your Personal Weight Record and keep writing what you eat and drink in your Diet Diary. Keep thinking positively!



**WEEK 8: PARTIES AND HOLIDAYS**

How are you doing in gaining social support for your efforts? Keep working on it. There's always room for improvement. Parties and holidays are problems for even the most dedicated dieter. High-calorie foods are everywhere, your friends seem to be eating constantly, and people keep putting more food in front of you. How can you stop yourself from giving in and ruining everything?

There are many ways to keep up your willpower and determination. When you go to a party, try some of these tips:

**1. DRINK FEWER ALCOHOLIC BEVERAGES**

Alcoholic beverages are very high in calories, and it is easy to drink too much at a party. Try to have just one drink and drink it slowly. Or better yet, drink a diet mixer like club soda or diet tonic without any alcohol. . Nobody will be counting your drinks or watching to see if you add alcohol, and you'll still enjoy yourself. Many people bring their own diet drink to holiday parties.

**2. PLAN WHAT YOU WILL AND WON'T EAT BEFORE YOU GET THERE**

If you know what will be served, check your Calorie Guide for those foods and plan to stay within your calorie limit with those foods.

**3. EAT A LOW-CALORIE SNACK BEFORE YOU GET THERE**

Eating a low-cal snack before you get to the party will keep you from feeling too hungry and tempted to over-eat. If you're making the party, serve low-cal snacks like celery, carrots, and cocktail tomatoes with low-calorie dips. Your friends will enjoy them, too.

**4. PRACTICE SAYING "NO, THANK YOU"**

Of course, you don't want to insult your hostess when she offers you high-calorie foods, but you don't want to gain back the weight you've lost either. Try saying, "Oh, that looks delicious and you're such a wonderful cook, maybe I'll try some later," or "I'd love just a little taste." Decide ahead of time what you'll say when this happens and you'll find it's not really that hard to say "no."

**5. DON'T BE TOO HARD ON YOURSELF IF YOU LOSE CONTROL**

Do your very best to stick to your calorie limit, but if you find that you over-eat when you total your calories that day, don't give up. Think of how much you've achieved and start again tomorrow with a "think positively" attitude. Be sure to keep up your Diet Diary and write down your weight on your Personal Weight Record even on special occasions and holidays.

**WEEK 9: SHOPPING HABITS**

Remember to walk as much as you can and control your eating environment. It may be hard, but it's worth it! If you only buy foods that stay within your calorie limit, you'll find it easier to control your weight. When you go food shopping, try these tips:

**1. SHOP AFTER YOU EAT**

When you're hungry, you're more likely to buy impulsively, and buy foods you've learned not to eat. You'll stay in control if you shop after you've eaten.

**2. USE A SHOPPING LIST**

Check the newspaper for sales, gather your coupons if you use them, look up new foods in your Calorie Guide, and plan your meals so you can make up a shopping list. Again, prepare your shopping list after eating.

**3. AVOID READY-TO-EAT FOODS**

Stick to foods that have to be prepared instead of foods that you can eat right out of the package, you'll be less likely to binge and you'll have time to decide how much you really want to eat. You may even find you're not as hungry as you thought you were while you're preparing the food.

**4. CARRY JUST ENOUGH CASH TO FILL YOUR SHOPPING LIST**

Go over your shopping list, estimate how much each item will cost, and bring only that much cash to the store. This will help you stick to your list and learn how much each item usually costs so you'll recognize the bargains when you see them. Your goal this week is to try to follow these shopping tips. Read them before you shop this week and from now on and they'll become good shopping habits. Also, keep up your Diet Diary, write down your weight on your Personal Weight Record, review what you've learned so far, and keep thinking positively.

### **WEEK 10: PUTTING IT ALL TOGETHER**

We've covered a lot of ground during the past nine weeks, so now's a good time to review. Put this week's sheet in your purse or pocket so you can remind yourself how to keep your weight in control.

#### **WEEK 1: GETTING STARTED**

- Small changes are better than large ones
- Set reasonable goals and monitor your progress
- Think positively, and look to the future

#### **WEEK 2: CALORIES COUNT!**

- Extra food means extra fat
- Keep your Diet Diary to help control your eating habits
- Use your Calorie Guide to help you eat fewer calories

#### **WEEK 3: EATING HABITS AND THE DIET DIARY**

- Plan to eat your meals and snacks at the same time each day
- Try to substitute physical activity instead of snacking
- Stick to a limit of 1,200 calories if you are a woman or 1,500 if you are a man

#### **WEEK 4: REGULAR EXERCISE**

- Walk instead of driving; ride a bike instead of a car
- Increase walking, the use of stairs, and other routine exercise

#### **WEEK 5: EATING HABITS - CONTROLLING THE FOOD ENVIRONMENT**

- Store food out of sight
- Keep serving dishes off of the table
- Use smaller "special" plates
- Don't be the food server
- Eat in the same place
- Eat from plates, not containers
- Leave the table immediately after eating
- Don't save leftovers
- Don't hide food around the house

#### **WEEK 6: EATING HABITS DURING MEALS**

- Put your fork down between mouthfuls
- Pause in the middle of the meal
- Be the last to start and the last to finish eating
- Chew slowly and enjoy your food
- When you eat, Just eat
- Prepare foods one portion at a time

#### **WEEK 7: SOCIAL SUPPORT**

- Ask your family and friends to encourage you
- Ask them to read the manual and to remind you, but not nag you, of what you've learned
- Ask them to follow this weight loss program when they're with you

#### **WEEK 8: PARTIES AND HOLIDAYS**

- Drink fewer alcoholic beverages; drink club soda instead
- Plan what you will and won't eat before you get there
- Eat a low-cal snack before you get there
- Practice saying "no, thank you"
- Don't be too hard on yourself if you lose control

#### **WEEK 9: SHOPPING HABITS**

- Shop after you eat
- Use a shopping list
- Avoid ready-to-eat foods
- Carry just enough cash to fill your shopping list



## WEEK 11: PLANNED EXERCISE ROUTINE

Remember to count calories, keep practicing your good eating and shopping habits, and thinking positively. It may be hard, but it's worth it!

We discussed the importance of regular exercise in Week 4, trying to walk instead of drive, ride a bike instead of a car, making several trips up and down the stairs, using the stairs instead of the elevator or escalator, and moving as much as possible instead of sitting or standing still. These are forms of exercise that we can do while we're at work, shopping, or performing other everyday activities. Now, let's learn about getting into an exercise program involving more strenuous activity.

The key to a successful exercise program is finding something you enjoy and can fit into your daily schedule. This can mean walking, jogging, swimming, skating, skiing, biking, volleyball, bowling, tennis, aerobics, dancing, floor exercises, going to a health spa, or any other physical activity you can stick to on a regular basis.

Finding a good time to exercise is just as important as finding the right form of exercise. If you walk your children to and from school, you might find walking most convenient. If you work, you might join a health spa or sports club and go there on your lunch break. If you find a convenient time to exercise, it will be easy to keep it up and stick to it. If a partner would help, ask a friend, family member, or co-worker to join you.

How much time should you spend on your exercise program? This is up to you. If you're not used to exercising, you can start with 10 minutes each day. As you get used to it, you can increase your time and add more challenges like walking or jogging faster, trying more difficult routines, and generally working a little harder. But **remember**: it's better to do less and do it every day than to try to do a lot once a week.

Let's review:

- \* Find some form of planned exercise routine that fits into your schedule.
- \* Stick to it.
- \* Start with 10 minutes each day and increase the length and difficulty of your program as you're ready.
- \* It's better to do a little bit each day than a lot once a week.

Your goal this week is to start your planned exercise routine. Do just what you are comfortable doing for now and try to increase it as you become more used to exercising. Also, keep up your Diet Diary, write down your weight on your Personal Weight Record, and keep thinking positively!



## WEEK 12: KEEPING IT OFF

Write down your weight on your Personal Weight Record. How does your graph look? If you've been working hard, you should be very close to your goal weight. Be proud of what you've accomplished, even if you haven't gotten down to your goal. If you want to continue losing weight, review the Week 10 sheet, keep up your exercise program, and make a new Personal Weight Record graph for the next 12 weeks.

When you've reached your goal weight, increase the number of calories you eat a little bit at a time to see how much you can eat and still stay at your goal weight. Keep up your Diet Diary as you add more calories so you can see how what you eat affects your weight. Once you know how much you can eat without gaining weight, you can stop keeping your Diet Diary. When you're sure you know how to stay at your goal weight, you can stop keeping your Personal Weight Record, but weigh yourself once a week from now on to be sure you stay at that weight.

This program has taught you how to lose weight without gimmicks or special diets. You've learned how to change your eating behavior and get into good eating, exercising, and shopping habits. With time, these new habits will come naturally and you won't have a weight problem again if you stick to them. Social support from friends and family is more important than ever now. Ask them to help you stay at your new weight.

If you find yourself falling back into your bad habits and gaining weight again, simply pull out these sheets and follow them religiously. Before parties and holidays, get out the handout for Week 8 and review it. You'll find the program easier than before. When you try it again, find the parts that were hardest for you and concentrate on ways to make them easier this time.

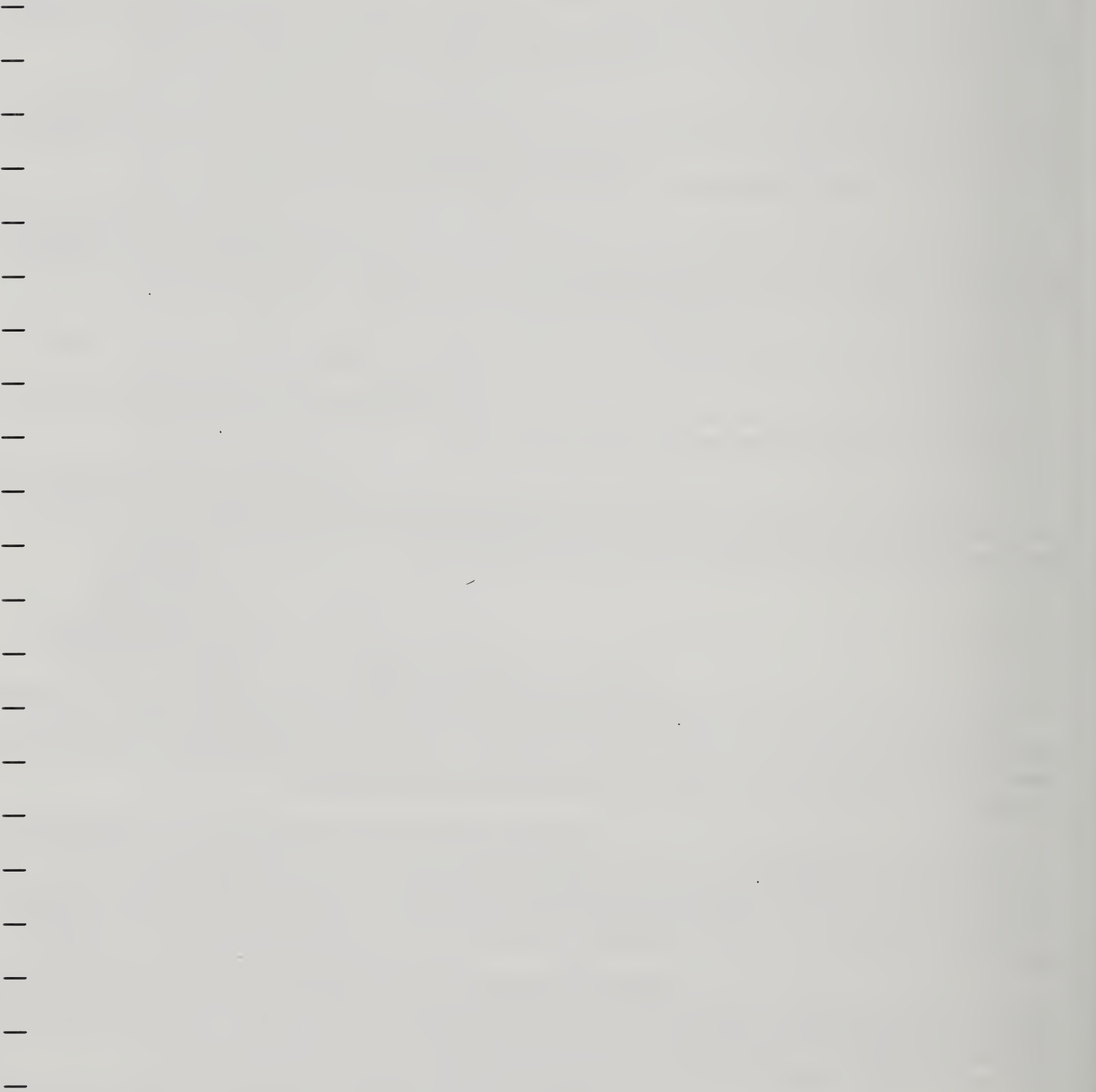
As you learned at the beginning of this program, any worthwhile goal takes commitment, effort, and knowing what to do. If you've lost weight by this point, you've been successful. With continued effort and commitment, you should be able to keep it off, or if you wish, to lose more. You are now your own weight loss expert! Congratulations!!



Appendix 7  
PERSONAL WEIGHT LOSS GRAPH

**Instructions:** Beside the top notch on the vertical line of the graph, enter your weight from the initial weigh-in. Mark each descending notch one pound lower. (There are 21 notches, 20 pounds being the maximum goal for the 12-week program.) Each week after the weigh-in, mark your weight with an "x" on the graph and connect these as the weeks progress. Watch your weight go DOWN!!!!

pounds:



week	week	week	week	week	week	week	week	week	week	week	week
1	2	3	4	5	6	7	8	9	10	11	12

## Appendix 8

## SAMPLE DIET DIARY

Use this format to set up your own personal Diet Diary. A small pocket-size notebook works very well, and you should carry it with you at all times. Record EVERYTHING you eat and drink, as well as the amount and the time of day. Keep your calorie counter with your diet diary and enter the caloric value so that you know how many calories you have consumed so far in the day.

DATE: \_\_\_\_\_

[illegible]

**TOTAL CALORIES FOR THE DAY:** \_\_\_\_\_

Appendix 9  
(sample letter of team support)

TO: MEMBERS OF THE "DIET-HARDS"  
FROM: YOUR COACH

Only six more weeks to go! Some of us have met our goals and some are close - and some have a great potential left to aid the team goal, and more importantly, to work toward their own goals.

We are now entering the most difficult time of the year in which to try to lose weight, what with Thanksgiving, Christmas, parties, etc., but don't despair!

The most important thing to remember is that it is possible to go to parties and festive meals, and enjoy all those good times, and still lose weight. Difficult? Maybe. Impossible? No way!!

The trick is to munch on things that are not heavily laden with calories. Go for the vegetable dippers, but skip the dip. If you want to drink, drink wine, preferably white, and sparingly. One trick that has worked for some is to mix white wine half and half with soda water. It's refreshing, tastes good, has half the calories, and is less expensive to boot.

Most of all, stay away from sauces, gravies, and fats, and load up on vegetables, steamed if possible. If you must have dessert, make it a small serving and eat it slowly. If someone gives you a large helping, separate out a small portion and give the balance to someone skinny, or the dog, or the disposal, or save it for tomorrow, or something, but DON'T feel like you have to eat it just because it's there! Most of us don't have the willpower to not eat at all, so we must substitute things that are good for us for the things that we think we "must" have. Remember that we don't "have" to have them, we only think we do! If someone will be hurt if you won't taste their special pie, have a small portion and savor every bite, but don't even think about seconds!!

A few more possible helpers. When it gets to be lunchtime, don't eat right away. Go for a walk, read a magazine, visit with a co-worker, then return to your desk 15 or 20 minutes before lunch hour ends and slowly eat your lunch. This does several things: 1. A change of activity will keep your mind off food for a while and help you convince yourself that you will not die if you don't eat immediately. Also, if you are looking forward to lunch instead of looking back on lunch, you may not be tempted to have an ice cream cone or candy bar. 2. It will shorten the time between lunch and dinner so you will not be as tempted to snack in the afternoon, or at least you will keep the size of the snack down. 3. If you exercise after you eat, you will get hungrier quicker, whereas you will not be quite as hungry immediately after exercise, and the food that you do eat will keep you satisfied longer. Of course, the above will not work very well if you haven't had breakfast, so do eat a small but healthful breakfast before work.

So come on! We're almost there, and we'll be so proud of ourselves when we get there!!

Appendix 10  
(sample management support letter)

TO: All Williamsport National Bank Employees  
FROM: Peter C. Stockett, Personnel Manager  
DATE: February 17, 1984  
RE: F A T !!

Well, we can't put it off any longer!! Tuesday, February 21, at 9:00 AM is the first WEIGH-IN!!! Bring your \$5 and be prepared to bare your feet for that plunge onto the scales once again!

To get you all psyched up for this, we are offering you a Williamsport National Bank Challenge in addition to the CHIP Challenge. It goes like this:

1. IF you sign up for the competition, and
  2. IF you reach your weight loss goal, and
  3. IF Williamsport National wins AGAIN, then
- YOU GET ANOTHER PERSONAL DAY IN 1984 !!!**

We know we are BETTER than the rest, but it's time we proved it once again!! The competition will run from February 21 to May 18, and the winning bank will get the combined participants' contributions of \$1,295!!

Take the challenge from CHIP! - Take the challenge from Williamsport National!

**And remember: You have to lose to win!!**



Appendix 11

FIGURE 1

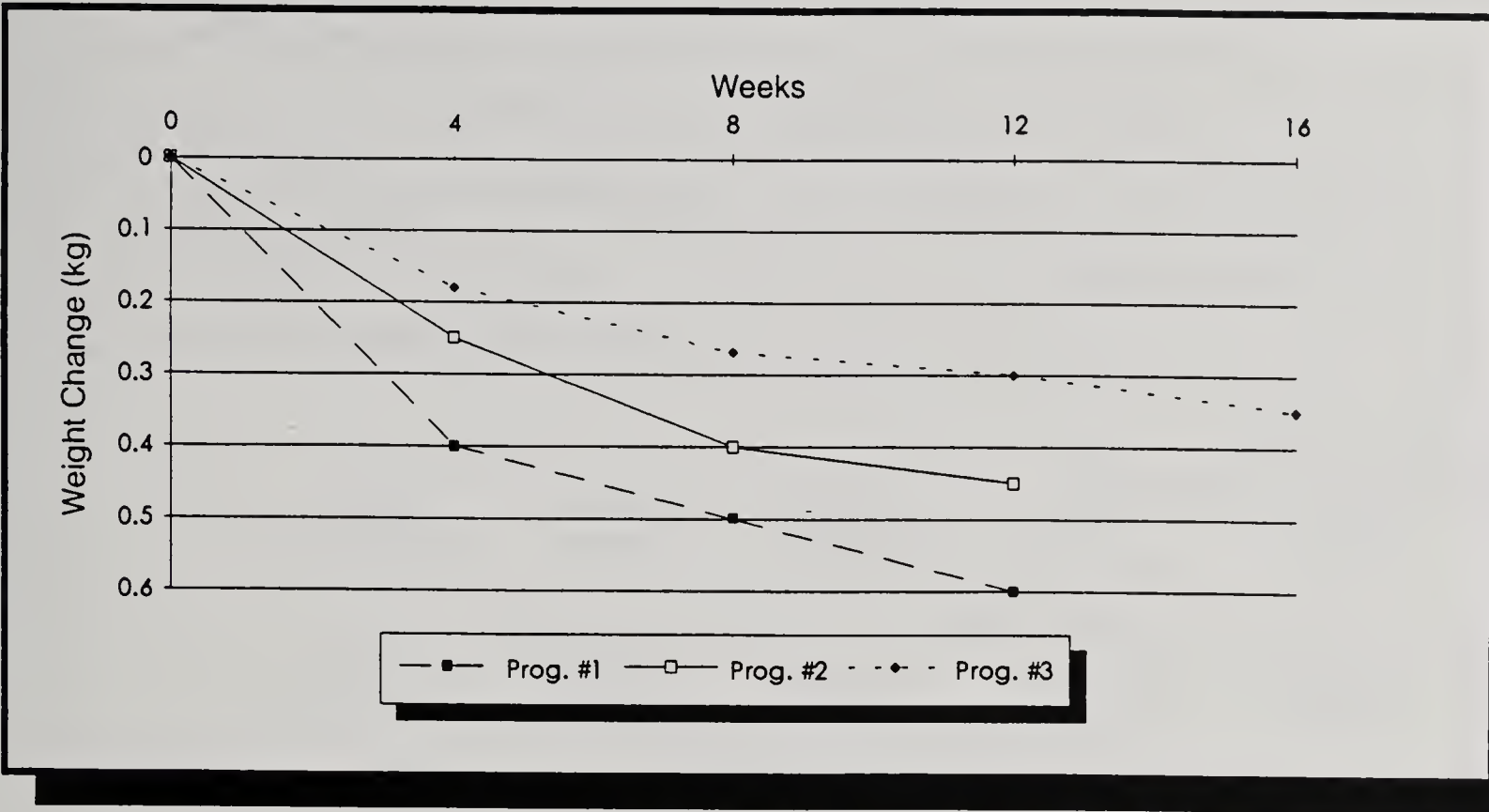
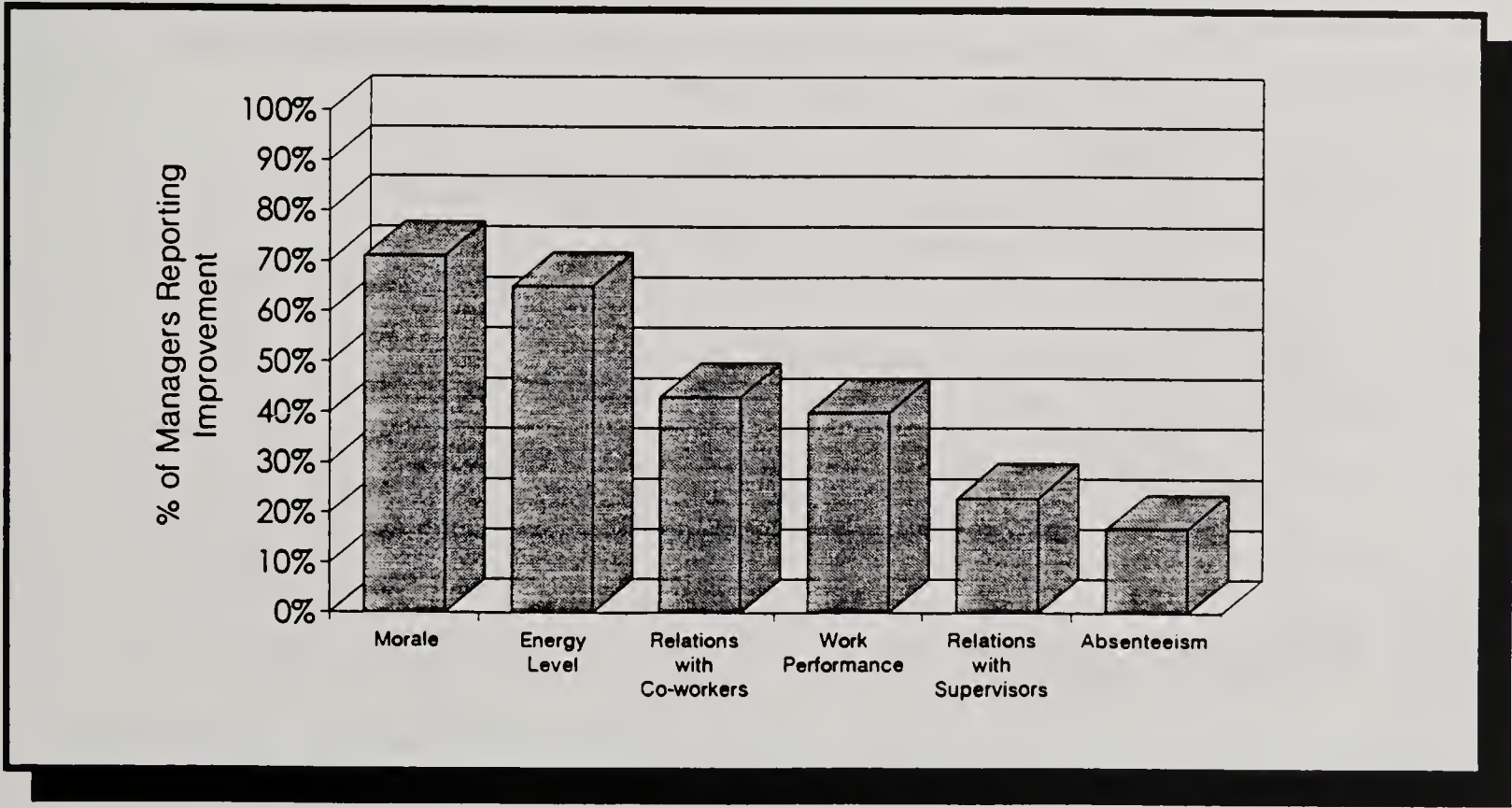


FIGURE 2



Appendix 12

CHIP WEIGHT LOSS COMPETITION

Pre-Program Questionnaire - CONFIDENTIAL INFORMATION. Will not be shared with employer. For evaluation purposes only.

NAME: \_\_\_\_\_ SEX: \_\_\_\_\_ AGE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_

MARITAL STATUS: single \_\_\_\_\_ married \_\_\_\_\_ widowed/separated/divorced \_\_\_\_\_

NAME OF COMPANY/EMPLOYER: \_\_\_\_\_

JOB TITLE: \_\_\_\_\_ NO. YEARS WITH COMPANY: \_\_\_\_\_

(CIRCLE ONE ANSWER)

- Please describe your current weight.
 

extremely overweight	quite overweight	slightly overweight	about average	slightly underweight
-------------------------	---------------------	------------------------	------------------	-------------------------
- How do you feel about your current weight?
 

completely satisfied	moderately satisfied	neutral	moderately dissatisfied	very dissatisfied
-------------------------	-------------------------	---------	----------------------------	----------------------
- Have you ever tried to lose weight before?  
 yes \_\_\_\_\_ no \_\_\_\_\_  
 If yes, approximately how many times did you try? \_\_\_\_\_
- Were you successful in previous weight loss efforts?  
 yes \_\_\_\_\_ no \_\_\_\_\_
- Were you able to keep that weight off to this day?  
 yes \_\_\_\_\_ no \_\_\_\_\_
- This question concerns exercise done regularly during your leisure time and during your routine activities. Which of these activities do you currently perform? Circle the letter next to all answers that apply.
  - A. climbing stairs for exercise instead of taking the elevator
  - B. walking instead of driving short distances
  - C. parking away from my destination so I have to walk more
  - D. walking before or after work or during my spare time, lunch hour, or breaks
  - E. jogging, swimming, or playing sports during my spare time
  - F. other (please describe): \_\_\_\_\_
- How does your current weight affect your daily activities?  
 no effect \_\_\_\_\_ interferes slightly \_\_\_\_\_ interferes greatly \_\_\_\_\_
- How do these people feel about your efforts to lose weight? (check only those that apply)
 

	negative	indifferent	positive
A. spouse /boyfriend /girlfriend .....	_____	_____	_____
B. children .....	_____	_____	_____
C. parents .....	_____	_____	_____
D. friends .....	_____	_____	_____
E. employer .....	_____	_____	_____
F. co-workers .....	_____	_____	_____
- In terms of emotional stress, would you say that your daily activities are:  
 very stressful \_\_\_\_\_ somewhat stressful \_\_\_\_\_ not at all stressful \_\_\_\_\_

10. Compared to other people, how much do you enjoy your life?

- ☐ much more than others
- ☐ somewhat more than others
- ☐ about the same as others
- ☐ somewhat less than others
- ☐ much less than others

11. In general, would you say your mood is:

- ☐ very happy
- ☐ somewhat happy
- ☐ somewhat unhappy
- ☐ very unhappy





WEIGHT LOSS COMPETITION

Post-Program Questionnaire - CONFIDENTIAL INFORMATION. Will not be shared with your employer.  
For evaluation purposes only.

NAME: \_\_\_\_\_ SEX: \_\_\_\_\_ AGE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_

MARITAL STATUS: single \_\_\_\_\_ married \_\_\_\_\_ widowed/separated/divorced \_\_\_\_\_

NAME OF COMPANY/EMPLOYER: \_\_\_\_\_

JOB TITLE: \_\_\_\_\_ NO. YEARS WITH COMPANY: \_\_\_\_\_

(CIRCLE ONE ANSWER)

1. Please describe your current weight.

extremely      quite      slightly      about      slightly  
overweight      overweight      overweight      average      underweight

2. How do you feel about your current weight?

completely      moderately           moderately      very  
satisfied      satisfied      neutral      dissatisfied      dissatisfied

3. Describe your success in this program in your opinion.

very      moderately           moderately      very  
successful      successful      neutral      unsuccessful      unsuccessful

4. If you have attempted losing weight before, how does this most recent attempt compare to previous attempts?

much more      somewhat more      no      somewhat less      much less  
successful      successful      different      successful      successful

5. How did your moods change during the course of this program?

felt much      felt slightly      no      felt slightly      felt much  
better      better      change      worse      worse

6. What do you feel will happen to your weight in the next year? (Please be honest!)

\_\_\_\_ will lose much more weight  
\_\_\_\_ will lose slightly more weight  
\_\_\_\_ will stay at my present weight  
\_\_\_\_ will regain a portion of weight I lost in the program  
\_\_\_\_ will regain above my original weight in the program

7. How involved was the top management of your company in this program?

very      somewhat           somewhat      not involved  
involved      involved      neutral      uninvolved      at all

8. How important do you feel the involvement of top management in this kind of program is to its overall success?

very      somewhat      makes no      somewhat      very  
beneficial      beneficial      difference      detrimental      detrimental

9. How beneficial were the following components of the program in your opinion? (check one answer for each component of the program)

	extremely helpful	somewhat helpful	neutral	somewhat harmful	extremely harmful
A. the manual	_____	_____	_____	_____	_____
B. diet diary	_____	_____	_____	_____	_____
C. weight-ins	_____	_____	_____	_____	_____
D. exercise	_____	_____	_____	_____	_____
E. team support	_____	_____	_____	_____	_____
F. scoreboards	_____	_____	_____	_____	_____

G. prize money	_____	_____	_____	_____	_____
H. competition	_____	_____	_____	_____	_____

10. This question concerns exercise done during your leisure time and during your routine activities.  
Which of these activities do you currently perform? Circle all that apply.

- A. climbing stairs for exercise instead of taking the elevator
- B. walking instead of driving short distances whenever possible
- C. parking away from my destination so I have to walk more
- D. jogging, swimming, cycling or playing sports during my spare time
- E. walking before or after work, or during my spare time, lunch hour, or breaks
- F. other (please describe):

11. Do you feel your work performance has changed as a result of your participation in this weight loss program?

greatly improved	somewhat improved	no change	somewhat deteriorated	greatly deteriorated
---------------------	----------------------	--------------	--------------------------	-------------------------

12. Would you recommend this program to a friend or relative?  
yes \_\_\_\_\_ no \_\_\_\_\_

3. Would you recommend that this program be held again at your workplace in the future?  
yes \_\_\_\_\_ no \_\_\_\_\_

14. Have you noticed any changes in yourself and your co-workers in the following areas as a result of this program?  
(check an answer for each area)

	greatly improved	somewhat improved	no change	somewhat deteriorated	greatly deteriorated
A. morale					
B. overall health	_____	_____	_____	_____	_____
C. energy level	_____	_____	_____	_____	_____
D. relations with superiors	_____	_____	_____	_____	_____
E. relations with co-workers	_____	_____	_____	_____	_____
F. use of sick leave	_____	_____	_____	_____	_____
G. quality of work	_____	_____	_____	_____	_____
H. health knowledge	_____	_____	_____	_____	_____
I. relations with family members	_____	_____	_____	_____	_____
J. amount of physical activity	_____	_____	_____	_____	_____

15. How much have the following people supported you in this recent weight loss effort? (check only those that apply)

	negative	indifferent	positive
--	----------	-------------	----------

A. spouse/boyfriend/girlfriend .....	_____	_____	_____
B. children .....	_____	_____	_____
C. parents .....	_____	_____	_____
D. friends .....	_____	_____	_____
E. employer .....	_____	_____	_____
F. co-workers .....	_____	_____	_____

16. Has your participation in this program influenced any of those people to attempt to lose weight?  
yes \_\_\_\_\_ no \_\_\_\_\_ If so, which one(s)?

17. If the program at your workplace was open to participation of family members, did you have any family members who joined?  
yes \_\_\_\_\_ no \_\_\_\_\_ If so, which one(s)?

18. Additional comments/suggestions \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





## SPECIAL THANKS TO:

Dr. Kelly Brownell, for his assistance in the planning and program design of the first weight loss competition; the following companies and organizations for the opportunities to conduct weight loss competitions within their environments and with their employees - Northern Central Bank, Williamsport National Bank, Commonwealth Bank, Bank of Central Pennsylvania, Jersey Shore State Bank, Sprout-Waldron Division of Koppers, Stroehmann Brothers Company, Litton Industries, Williamsport Area Community College, and West Company; and to all of the employees who participated in the competitions for their cooperation, feedback, and enthusiasm.

The CHIP Worksite Health Promotion Programs are funded by a grant from the W. K. Kellogg Foundation, Battle Creek, Michigan.







## **Weight Loss Competition**

# **Appendix B**

## **Promotional Materials**





FOR IMMEDIATE RELEASE: April 12, 1989

CONTACT: \_\_\_\_\_  
\_\_\_\_\_

## THE WEIGHT IS OVER

If you have been wanting to lose weight but lack the motivation, have we got an event for you! Introducing Weight-No-More, a ten-week team weight loss competition.

Participants form teams of five to ten people. Each team member will be weighed and will select a weight loss goal with the help of a dietitian. Weight loss goals can range from five to twenty pounds. Each member will invest \$5, and at the end of the competition, the team reaching closest to their collective goal will win the money received from all the participants. Other prizes will be awarded to the second place team and all participants who meet their goal.

Weight-No-More is designed to give assistance to those who are serious about losing weight but who never seem to be able to stick to a diet regimen.

"People just aren't psychologically motivated", commented HEALTHWORKS! Dietitian Jennifer Morgan about why losing weight can be such a chore.

"We know from past experience that the combination of competition and team support is very effective in helping people lose weight. These support groups", continues Ms. Morgan, "will help people lose some of their excess weight."

Through group motivation and support, participants will be surprised at how much easier and more enjoyable losing excess pounds can be.

The Weight-No-More kick-off meeting will be on Monday, April 17, at 7:30 p.m. in the Fellowship Hall of the First Presbyterian Church on Main Street.

For more information, please call \_\_\_\_\_

FOR IMMEDIATE RELEASE: 5/19/89

CONTACT: Janet Vogt  
825-8738

HEALTHWORKS! invites you to attend our weight loss presentation, **"Weight Control from a Body's Perspective"**. The seminar will be held Tuesday evening, May 30, 1989 from 6:10 - 7:00 p.m. in the First Presbyterian Church.

HEALTHWORKS! Dietician Jennifer Morgan will present the seminar in hopes to "give people a better understanding of how weight loss occurs, while establishing new diets". Morgan will discuss current weight loss information, different theories of weight loss and other dietary topics. Morgan asks those interested in attending to bring low-calorie recipes and ideas to share with others. "We'll look at the recipes and discuss low-cal substitutions," said Morgan, "and any weight loss ideas anyone may have."

The seminar is open to anyone who wishes to learn about weight loss. "The public is invited," began Morgan, "but more specifically, this is an excellent opportunity for the Weight-No-More participants."

The HEALTHWORKS! project is administered by the Erie County Health Department and is funded in part through a grant with the Pennsylvania Department of Health. For more information, please call 825-8738.





**MODEL COMMUNITY PROJECT**

Erie County Department of Health • 4718 Lake Pleasant Road  
Erie, PA 16504 • (814)825-8738

FOR IMMEDIATE RELEASE

CONTACT: Lisa Stark  
825-8738

**NORTH EAST OFFICIALLY 1,347.5 POUNDS LIGHTER**

North East's WEIGHT-NO-MORE! team weight loss competition concluded Thursday after eight weeks of weigh-ins at the North East Health Care Center. Since F.L.A.B and the HAPPY HIKERS tied for first place by meeting 100% of their weight loss goals, they will split the \$780 in prize money. Herbie's Heifers came in second place with 94% of their weight loss goal met and received mugs for their efforts. MISSION POSSIBLE and WEIGH OUTS tied for third place with 85% of their weight loss goal reached. The third place winners each received a bunch of balloons for their prize.

Of 132 participants the average person lost a little over 10 pounds during the eight week competition. Each person that met their individual goal received a "HEALTHWORKS! Winner" T-shirt at the celebration behind Davis School Thursday night. Everyone who came to the Awards Ceremony also received a Merit Certificate. Thanks to an official court provided by the North East School District, the celebration concluded with a marathon volleyball game.



**Is Food Controlling Your Life?  
Want to Lose Those Extra Pounds?**

# **WEIGHT-NO-MORE!**

**A Team Weight Loss Competition  
for North East Residents  
Organizational Meeting  
Tuesday, April 30, 1991 - 7:30 p.m.  
First Presbyterian Church of North East  
Fellowship Hall**

- ★ Teams will consist of at least 6 and no more than 15 people. You may bring a list of your team members to the April 30 meeting, or we will help you form a team with others at the meeting.
- ★ All participants pay an entry fee of \$5. The team that comes closest to meeting their team weight loss goal will win the money collected as entry fees.
- ★ Initial weigh-in will be Thursday, May 2, 1991, at the North East Health Care Center.
- ★ Competition will start with weigh-ins on May 9 and continue for 8 weeks. The final weigh-in will be June 27.
- ★ Rules, weigh-in days and times, and other details of the program will be explained on April 30, 1991.

**BRING THIS FLYER TO THE ORGANIZATIONAL MEETING ON  
APRIL 30 TO BE ELIGIBLE FOR A PRIZE DRAWING.**

**For more information, please call 825-8738.**

# **You're Invited To A CELEBRATION!**

**Thursday, July 11, 1991**

Everyone who participated in  
Weight-No-More will receive an award!

☆ Team Pictures! ☆

☆ First, Second, and Third Place Team Prizes! ☆

☆ Receive your T-Shirt! ☆

**Weight-No-More Team Volleyball  
Competition**

Soccer Field behind Davis School  
adjacent to the playground  
*(Following the Cherry Queen Crowning)*

**7:30 p.m.**





## **Weight Loss Competition**

# **Appendix C**

### **Orientation Materials**





WEIGHT LOSS COMPETITION  
TENTATIVE SCHEDULE  
(8 - week competition)

*Date*

**Orientation** ..... Tuesday, April 30  
At Door: Prize Drawing Box for Flyers  
Participants will be informed of rules  
Form teams and sign up  
Vote on evening weigh-in time  
Schedule initial and weekly weigh-ins  
Prize Drawing - Flyers  
At Door: Collection of participation fee and registration forms

**Initial Weigh-In** ..... Thursday, May 2  
12:00 - 4:00  
Establish ideal body weight using Metropolitan Height/Weight Chart 5:00 - 7:00  
Measure chest, waist, and hips  
At North East Health Care Center, 41 West Main Street, Rear Entrance

**Week #1 - Week #7**  
Weekly Weigh-ins ..... Thursday, May 8 - Thursday, June 20  
At the Health Care Center Facility: 12:00 noon - 3:00 p.m.  
Evening times to be announced

**Mini Classes**  
How To Count Calories 7:30 p.m. Parkside Sunset Dining Room Tuesday, May 14  
Exercise 7:30 p.m. 1st Presbyterian Fellowship Hall Tuesday, May 28  
How To Read Labels 7:30 p.m. 1st Presbyterian Fellowship Hall Tuesday, June 11

**Last Weigh-in** ..... Thursday, June 27  
Measure chest, waist, and hips  
At the Health Care Center Facility 12:00 noon - 3:00 p.m.  
Evening times to be announced

**Awards Ceremony** ..... Tuesday, July 9  
Parkside Sunset Dining Room: 7:30 - 8:30

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# WEIGHT-NO-MORE ORIENTATION

## Presentation Outline

- ☐ Introduction/Overview (Pass Out Cards)
  - ☐ Rules
  - ☐ Dietary Guidelines
  - ☐ Tips for Safe, Effective Weight Loss
    - Combine Reduced Calories and Exercise
      - ◆ 3,500K = 1 Pound
      - ◆ Keeping a Diet Diary
      - ◆ Tracking Calories Expended thru Exercise
    - Exchange List
  - ☐ Tips for Team Spirit
    - Walk Together
    - Weekly Support Meeting
    - Team Newsletter
  - ☐ Logistics
    - Weigh-In Day(s) and Time(s)
    - Divide into Teams; Pick Captain; Pick Team Name
    - Fill Out Roster
    - Sign Up for Weigh-Ins
    - Collect Cards, Money, Team Roster
-



**MODEL COMMUNITY PROJECT**

Erie County Department of Health • 4718 Lake Pleasant Road  
Erie, PA 16504 • (814)825-8738

## **WEIGHT LOSS COMPETITION RULES**

**(10 - week competition)**

1. The competition will be 10 weeks long with a total of 11 weigh-ins.
2. Weigh-ins will be held weekly on a specified day and will not be changed once the competition is in progress.
3. No ones goal will exceed 20 pounds for the 10-week program. Any weight loss above your original goal as determined at the first weigh-in will not be counted toward your teams collective goal.
4. If you miss a weigh-in one week, your previous week's weight will be recorded for that week. If, however, you miss another weigh-in in a row, you will be recorded as having lost zero pounds to date. This will continue until you return to a weigh-in, at which time your progress to date will once again be entered and added in with your teams progress.
5. Anyone who drops out of the competition will not have their goal subtracted from the teams goal, the only exceptions being for medical reasons or a change in job status that would warrant withdrawal from the program.
6. Individual weights, goals, and weight loss progress will be strictly confidential unless you personally choose to tell others yourself.
7. Each participant will contribute \$5 to the prize fund at the beginning of the program. This will go to the winning team. Since teams will most likely vary in number and goals, the winning team will be the one which loses the highest percentage of its original collective goal at the end of the 10 weeks.
8. Goals are set in a uniform way at the first weigh-in so that everyone is treated equally and fairly. If, however, your personal goal is less than the goal set at the first weigh-in, you are encouraged to strive for your personal goal and not feel pressured into losing more than you may want to lose. This is rarely the case, but it is a possibility.
9. Anyone whose weight at the initial weigh-in is less than the minimum for the height as established for this program will not be counted as a team member nor will the personal goal of this individual be added in with a team. People in this situation may follow along with the program if they wish, but they will neither contribute to nor collect from the prize fund, and any weekly weight loss will not be added in with a team's progress. This is intended as a safety measure - the purpose of this program is **not** to encourage thin people to become thinner.



# HEALTHWORKS!

## Weight Loss Competition

## Weight-No-More

**Team Name:** \_\_\_\_\_

**Team Members (include address & phone number)**

(Mo More Than 10 People Per Team)

[illegible]

Weigh-In Time Schedule  
Sign-Up Sheet

**LOCATION:** North East Community Nurse Services Building

**DATE:** April 24 (Monday)

**TIME:** 5:00 - 6:00

**DATE:** April 25 (Tuesday)

**TIME:** 12:30 - 1:00

**DATE:** April 25 (Tuesday)

**TIME:** 3:00 - 6:00

HEALTHWORKS!

Weight-No-More

Weight Loss Competition

Name:
Sex:
Age:

Address
Phone:

Name of Employer:

Team Name:

Are you currently under a physician’s care?  
Please explain:

Are you currently taking any prescribed  
medicines? Please list medication(s)  
and purpose(s):

FOR STAFF USE ONLY:

Height	
IBW	
Initial Weight	
Goal	
Final Weight	
Total Weight Loss	

Registration Card

To be filled out at  
orientation, then collected, and  
taken in alphabetical order to  
first weigh-in.



# **Weight Loss Competition**

# **Appendix D**

## **Weigh-In Materials**



Wallet Card Given To Participants



**Weight-No-More**

**Height And Weight Table**

<i>Height</i>	<b>Men</b>		<b>Women</b>	
	<i>Range</i>	<i>Midpoint</i>	<i>Range</i>	<i>Midpoint</i>
4'10"			109-121	115
4'11"			111-123	117
5'0"			113-126	120
5'1"			115-129	123
5'2"	131-141	136	118-132	125
5'3"	133-143	138	121-135	128
5'4"	135-145	140	124-138	131
5'5"	137-148	143	127-141	134
5'6"	139-151	145	130-144	137
5'7"	142-154	148	133-147	140
5'8"	145-157	151	136-150	143
5'9"	148-160	154	139-153	146
5'10"	151-163	157	142-156	149
5'11"	154-166	160	145-159	152
6'0"	157-170	164	148-162	155
6'1"	160-174	167		
6'2"	164-178	171		
6'3"	167-182	175		
6'4"	171-187	179		

Based on the 1983 Metropolitan Height and Weight Tables; medium frame in indoor clothing weighing 5 pounds for men and 3 pounds for women; with shoes on (1" heels).

# **Weight Loss Competition**

# **Appendix E**

**Awards Ceremony**





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## **WEIGHT LOSS COMPETITION AWARDS CEREMONY**

- ★ **Cash Prize To Winning Team**
  - ★ **Smaller Prizes to Second and Third Place Teams**
  - ★ **T-Shirt and Certificate for Achieving Personal Weight Loss Goal**
  - ★ **Motivational Speakers**
  - ★ **Team Photos**
  - ★ **Special Recognitions**
  - ★ **Refreshments**
- 
-

# WEIGHT-NO-MORE

## *Certificate Of Merit*

Congratulations on a job well done!  
Remember, it's the small steps that  
add up to big changes.

*Keep up the positive motivation!*

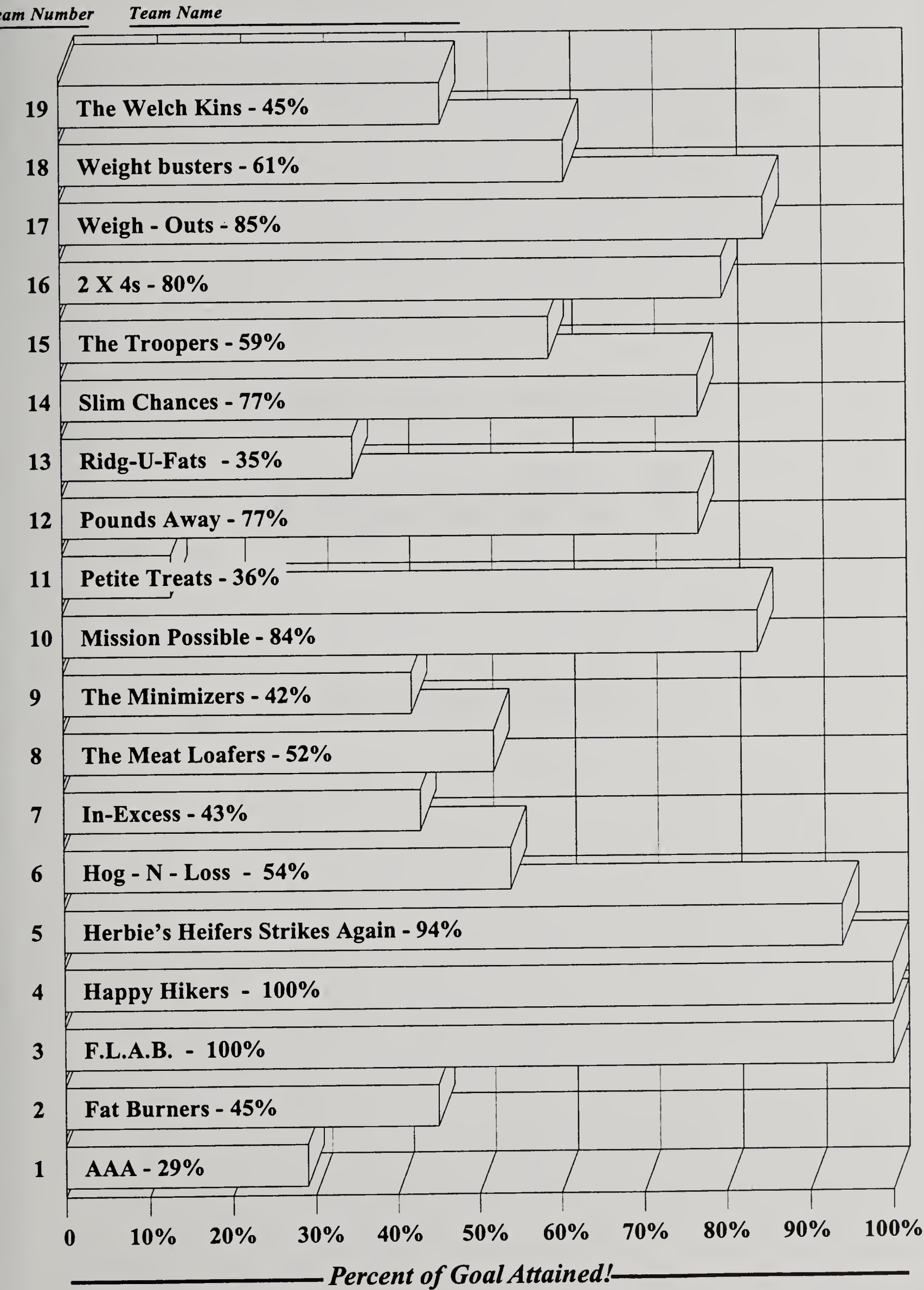
July 11, 1991

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Lisa M. Stark, Health Educator



WEIGHT - NO - MORE







## **Weight Loss Competition**

# **Appendix F**

## **Evaluation Tools**





# HEALTHWORKS! WEIGHT-NO-MORE WEIGHT LOSS COMPETITION

*Pre-Program*

Name: \_\_\_\_\_ Sex: \_\_\_\_\_ Age: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Marital Status: ☐ single ☐ married ☐ widowed/separated/divorced

Job Occupation: \_\_\_\_\_

Team Name: \_\_\_\_\_

Ht.: _____	Weight: _____	IBW: _____
% body fat: _____	# of pounds to lose: _____	

1. Are you currently on any dietary restrictions? ☐ Yes ☐ No  
If so, what? \_\_\_\_\_

2. Are you taking any protein, vitamin, and/or mineral supplements? ☐ Yes ☐ No  
If yes, please describe \_\_\_\_\_

3. Do you have any food allergies or intolerances? ☐ Yes ☐ No  
If yes, please describe \_\_\_\_\_

4. Please state any health problems you may have.  
Medications? \_\_\_\_\_

5. What is your personal weight goal? \_\_\_\_\_

6. For females only, Are you pregnant? ☐ Yes ☐ No

7. Describe appetite:  
☐ normal ☐ poor ☐ excessive nibbler

8. Types of food most eaten:  
meats: ☐ fry ☐ broil ☐ roast ☐ stew  
vegetables: ☐ fresh ☐ salt ☐ deep fried

9. Where do you mostly eat:  
☐ home ☐ work ☐ restaurant ☐ cafeteria

10. Please describe your current weight.  
☐ extremely ☐ quite ☐ slightly ☐ above ☐ slightly  
overweight overweight overweight average underweight

11. How do you feel about your current weight?  
☐ completely ☐ moderately ☐ neutral ☐ moderately ☐ very  
satisfied satisfied dissatisfied dissatisfied

12. Have you ever tried to lose weight before? ☐ Yes ☐ No  
If yes, approximately how many times did you try?

13. Were you successful in previous weight loss efforts? ☐ Yes ☐ No

14. Were you able to keep that weight off to this day? ☐ Yes ☐ No

15. This question concerns exercise done regularly during your leisure time and during your routine activities. Which of these activities do you currently perform? Circle the letter next to all answers that apply.
- A. climbing stairs for exercise instead of taking the elevator
  - B. walking instead of driving short distances
  - C. parking away from my destination so I have to walk more
  - D. walking before or after work or during my spare time, lunch hour, or breaks
  - E. jogging, swimming, or playing sports during my spare time
  - F. other (please describe): \_\_\_\_\_
16. How does your current weight affect your daily activities?
- ☐ no effect                      ☐ interferes slightly                      ☐ interferes greatly
17. Compared to other people, how much do you enjoy your life?
- \_\_\_\_\_ much more than others
  - \_\_\_\_\_ somewhat more than others
  - \_\_\_\_\_ about the same as others
  - \_\_\_\_\_ somewhat less than others
  - \_\_\_\_\_ much less than others
18. In general, would you say your mood is:
- \_\_\_\_\_ very happy
  - \_\_\_\_\_ somewhat happy
  - \_\_\_\_\_ somewhat unhappy
  - \_\_\_\_\_ very unhappy

If there is enough interest presentations will be scheduled. Please indicate your level of interest in the following topics:

	<i>Very</i>	<i>Somewhat</i>	<i>Not</i>
How to use exchange lists for weight control .....	_____	_____	_____
Exercise and weight control .....	_____	_____	_____
Good basic nutrition .....	_____	_____	_____
Hints for low-calorie cooking .....	_____	_____	_____
Learn about sodium, cholesterol saturated fats, and fiber .....	_____	_____	_____
Ways to modify receipes for low calorie cooking .....	_____	_____	_____
Fat facts .....	_____	_____	_____
What is the best day and time for you? .....	_____		

**HEALTHWORKS!  
WEIGHT-NO-MORE  
WEIGHT LOSS COMPETITION**

Post-Program Questionnaire - CONFIDENTIAL INFORMATION. Will not be shared with others. For evaluation purposes only.

NAME: \_\_\_\_\_ SEX: \_\_\_\_\_ AGE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_

MARITAL STATUS: ☐ Single ☐ Married ☐ Widowed/Separated/Divorced

TEAM NAME: \_\_\_\_\_

*(Circle One Answer)*

1. Please describe your current weight.

Extremely Overweight	Quite Overweight	Slightly Overweight	About Average	Slightly Overweight
-------------------------	---------------------	------------------------	------------------	------------------------

2. How do you feel about your current weight?

Completely Satisfied	Moderately Satisfied	Neutral	Moderately Dissatisfied	Very Dissatisfied
-------------------------	-------------------------	---------	----------------------------	----------------------

3. Describe your success in this program in your opinion.

Very Successful	Moderately Successful	Neutral	Moderately Unsuccessful	Very Unsuccessful
--------------------	--------------------------	---------	----------------------------	----------------------

4. If you have attempted losing weight before, how does this most recent attempt compare to previous attempts?

Much More Successful	Somewhat More Successful	No Different	Somewhat Less Successful	Much Less Successful
-------------------------	-----------------------------	-----------------	-----------------------------	-------------------------

5. How did your moods change during the course of this program?

Felt Much Better	Felt Slightly Better	No Change	Felt Slightly Worse	Felt Much Worse
---------------------	-------------------------	--------------	------------------------	--------------------

6. What do you feel will happen to your weight in the next year? (Please be honest!)

- ☐ Will lose such more weight
- ☐ Will lose slightly more weight
- ☐ Will stay at my present weight
- ☐ Will regain a portion of weight I lost in the program
- ☐ Will regain above my original weight in the program

7. How involved was your family in this program?

Very Involved	Somewhat Involved	Neutral	Somewhat Un-involved	Not Involved At All
------------------	----------------------	---------	-------------------------	------------------------

8. How important do you feel that the involvement of your family in this kind of program is to its overall success?

Very Beneficial	Somewhat Beneficial	Makes No Difference	Somewhat Detrimental	Very Detrimental
--------------------	------------------------	------------------------	-------------------------	---------------------

9. How beneficial were the following components of the program in your opinion *(check one answer for each component of the program)*?

	Extremely Helpful	Somewhat Helpful	Somewhat Neutral	Extremely Harmful	Harmful
A. The Manual	_____	_____	_____	_____	_____
B. Diet Diary	_____	_____	_____	_____	_____
C. Weigh-ins	_____	_____	_____	_____	_____
D. Exercise	_____	_____	_____	_____	_____
E. Team Support	_____	_____	_____	_____	_____
F. Prize Money	_____	_____	_____	_____	_____
G. Competition	_____	_____	_____	_____	_____



10. This question concerns exercise done during your leisure time and during your routine activities. Which of these activities do you currently perform?
- A. Climbing stairs for exercise instead of taking the elevator
  - B. Walking instead of driving short distances whenever possible
  - C. Parking away from my destination so I have to walk more
  - D. Jogging, swimming, cycling, or playing sports during my spare time
  - E. Walking before or after work, or during my spare time, lunch hour, or breaks
  - F. Other (please describe): \_\_\_\_\_

11. Would you recommend this program to a friend or relative?    ☐ Yes    ☐ No

12. Would you recommend that this program be held again?    ☐ Yes    ☐ No

13. Have you noticed any changes in yourself and your co-workers in the following areas as a result of this program (check an answer for each area)?

	Greatly Improved	Somewhat Improved	No Change	Somewhat Deteriorated	Greatly Deteriorated
A. Morale	_____	_____	_____	_____	_____
B. Overall Health	_____	_____	_____	_____	_____
C. Energy Level	_____	_____	_____	_____	_____
D. Relations With Superiors	_____	_____	_____	_____	_____
E. Relations With Co-workers	_____	_____	_____	_____	_____
F. Use of Sick Leave	_____	_____	_____	_____	_____
G. Quality of Work	_____	_____	_____	_____	_____
H. Health Knowledge	_____	_____	_____	_____	_____
I. Relations with Family Members	_____	_____	_____	_____	_____
J. Amount of Physical Activity	_____	_____	_____	_____	_____

14. How much have the following people supported you in this recent weight loss effort? (check only those that apply)

	Negative	Indifferent	Positive
A. Spouse/Boyfriend/Girlfriend .....	_____	_____	_____
B. Children .....	_____	_____	_____
C. Parents .....	_____	_____	_____
D. Friends .....	_____	_____	_____
E. Teammates .....	_____	_____	_____
F. Co-Workers .....	_____	_____	_____

15. Has your participation in this program influenced any of those people to attempt to lose weight?  
☐ Yes    ☐ No, - If so, which one(s)?

16. If the program was offered again, would you recommend any family members to join?  
☐ Yes    ☐ No, - If so, which one(s)?

17. Additional comments/suggestions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**WEIGHT-NO-MORE WEIGHT LOSS COMPETITION****Follow-Up Survey****March 1990**

Name of Participant \_\_\_\_\_ Date \_\_\_\_\_

Current Weight \_\_\_\_\_ Team Name \_\_\_\_\_

1. Since the end of the competition, my weight has, (check one)

☐ Increased by 5-10 lbs.☐ Decreased by 5-10 lbs.☐ Increased by 10 or more lbs.☐ Decreased by 10-20 lbs.☐ Remained the Same

2. Check any of the following that have improved due to the weight loss competition.

☐ Self-Confidence☐ Productivity☐ Peer Relationships☐ Happiness☐ Morale☐ Eating Habits

3. Would you recommend this type of competition to enhance motivation and social support for weight loss?

☐ Yes☐ No

4. During the weight loss competition, my exercise level, (check one)

☐ Increased to 1-3 times per week☐ Remained the same☐ Increased to 3 or more times per wk☐ Decreased

5. Check any of the activities in which you participated.

☐ Climbing stairs☐ Walking☐ Jogging☐ Swimming☐ Cycling☐ Playing sports☐ Aerobic Dance☐ Weight lifting/Nautilus☐ Other (Please Specify) \_\_\_\_\_

6. Are you still doing the same activity(ies)? (check one)

☐ Yes☐ No

7. Check which of the following methods you have used for weight reduction?

☐ Liquid Diet Supplement☐ Behavior Modification Group

i.e. Weight Watchers, TOPS

☐ Very Low Calorie Diet (800 cal. )☐ Moderation of Food Consumed☐ Exercise☐ Other \_\_\_\_\_

8. Circle the number of monthly weigh-ins you have attended since the start of the maintenance phase ( 8/89 ).

0

1

2

3

4

5

6

7

*Please return this survey in the envelope provided to your team representative.****Thank you for your participation***







**Guide For Conducting  
Community Nutrition  
Programs**

**Section Two:**  
**Weight Management**  
*(Lifesteps)*



<b>Introduction</b>	<p>This section of the HEALTHWORKS! Community Nutrition Manual was designed to provide guidance in planning and conducting a weight management program for residents in a small community.</p> <p>The HEALTHWORKS! Health Risk Reduction program utilized the LifeSteps program, developed by the National Dairy Council (NDC). This is a comprehensive weight management program conducted exclusively by trained health professionals. The program stresses the importance of diet, physical activity, and behavior modification techniques for weight loss and ongoing weight maintenance.</p> <p>After reviewing the information provided in this section, the reader should contact their local National Dairy Council office to determine if a trained leader or leader training program is available.</p>
<b>Purpose</b>	<p>To provide information, structure, and support for developing new eating and activity patterns for long-term weight management. To promote a lifetime of positive health habits.</p>
<b>Description</b>	<p><b>Program Summary</b> - The <i>Lifesteps</i> Weight Management Program was conducted for area residents who were interested in developing long-term weight management principles. The program is for moderately overweight (10-60 pounds to lose) individuals who recognize that weight control is their own responsibility, who have a strong desire to lose weight, and who are willing to make weight loss a high priority in their lives.</p> <p>The program structure accommodates 10 to 18 people in a group. Each program session is a complete learning unit, which includes learning objectives, key ideas, new habits, and lesson preparation. Each session is approximately one hour depending on the amount of information exchanged among participants.</p> <p>It is recommended that the leader be a registered dietitian or at least have a strong background in nutrition because questions may arise from participants that require careful interpretation. A list of references of appropriate referrals is provided for the leader in Appendix A.</p> <p><b>Benefits, Outcome, Results</b> - A total of 31 people divided in two groups enrolled in the program. One group was a community program consisting of 20 participants of various occupations (i.e., professionals, clerical, and homemakers). The second group consisted of 11 teachers in the public school district.</p> <p>A total of 16 participants (52 percent) completed the program. The post-survey completed at the end of the program sessions indicated the</p>



course was excellent (86 percent) and 100 percent said they would recommend this program to a friend.

Comments on the most valuable part of the program included:

- ▼ Being more conscious of what and how much one eats
- ▼ Increasing activity
- ▼ Learning to make commitment to self
- ▼ Making new constructive habits
- ▼ Becoming aware of how important it is to eat well
- ▼ Current nutrition information
- ▼ Tools to deal with weight control

## Advance Planning

**Training** - Leaders interested in conducting the *Lifesteps* Program must attend a regional workshop held by the National Dairy Council to be trained to facilitate the program (a training fee of \$300 was charged in 1989). Included in the training is the leader's manual and various support materials for conducting *Lifesteps*. The leader is responsible for promoting, screening, and conducting the program sessions.

**Scheduling** - A timetable should be developed for the following tasks:

- ▶ Secure a facility for orientation meeting.
- ▶ Secure a facility for weekly program sessions.
- ▶ Secure a facility for individual assessments and counseling (necessary only if program location does not have a scale available and flexible hours for individual appointments).
- ▶ Promote orientation and program session.
- ▶ Plan program session dates - an outline and description of the sessions is provided in Appendix B.
- ▶ Order participant materials. Contact National Dairy Council (address is in the Reference in Appendix A; check with National Dairy Council for current price).

**Publicity** - Promotion ideas for *Lifesteps*:

- ▲ News releases in the local newspaper announcing orientation programs.
- ▲ Promotional flyers distributed through the public library, the chamber of commerce, school district, and through area churches as bulletin inserts.
- ▲ Posters (provided by NDC) utilized to promote the orientation at the public library, chamber of commerce, school district, and major grocery store.

See Appendix C.

<b>Program Implementation</b>	<p><b>Orientation</b> - The purpose of the orientation session is to promote the program and help prospective participants determine if <i>Lifesteps</i> is the right program for them. A registration log is available to have individuals sign up for an appointment for the screening interviews.</p> <p><b>Screening</b> - Involves a one-on-one interview with each prospective participant to complete assessments and determine if they are ready to commit to weight management goals and if the program is right for them. The forms are included in the <i>Lifesteps</i> packets.</p> <p><b>Weekly Sessions</b> - Program materials are provided for each session.</p> <p><b>Follow-Up</b> - A follow-up questionnaire (Appendix D) was developed for distribution three months after the program sessions concluded. A class reunion was scheduled for reinforcement of the weight management goals and to provide educational information dealing with menu planning/food selection.</p>
<b>Additional Considerations</b>	<p>The program sessions contain various activities to be worked through by the participant. Each week new goals are introduced and the participants identify their plan for achieving the goals. Because of the volume of information, there appears to be a time constraint, limiting either the exchange of the participants' ideas, problems, etc., and/or the leader's time to introduce concepts thoroughly. More flexibility in facilities could have allowed for optional session length for additional information exchange.</p>
<b>Resources</b>	<p><b>Program Staff</b> - A staff of two, including one registered dietitian as the leader and one clerical employee, were involved in the ongoing program implementation.</p> <p>Two volunteers assisted with the initial screening and follow-up counselling.</p> <p>It is estimated that a weekly average of nine professional staff hours were spent to plan, organize, and implement each session.</p> <p><b>Materials</b> - Promotional flyers, letterhead and envelopes, student manuals, pencils, and grocery items as samples for demonstrating portion control.</p> <p><b>Facilities</b> - The facility for the weekly <i>Lifesteps</i> program could be selected from a variety of settings including worksites, churches, libraries, schools, health clubs, and recreation centers.</p>

Other considerations that are important in selecting the location include: facility hours, adequate parking, good ventilation and lighting, table and chairs, availability of AV equipment, and weight scales.

**Budget** - The total cost of the HEALTHWORKS! *Lifesteps* program, including labor and travel, was \$5,671. Expenses included student manuals, facility, postage, printing of flyers, support materials, and awards at the completion of the program.

The suggested retail price recommended by the National Dairy Council is \$125 per participant. With the funding of HEALTHWORKS! Health Risk Reduction project, each participant paid only \$50. The average cost for this program was \$130 per participant. A detailed cost analysis is provided in Appendix F.



## Referral Agencies

The following list of referral agencies may be helpful when a leader needs additional information to answer program participants' questions:

- Public Health Nutritionist - Regional Office of State Health Department
- Local County Health Department, Public Health Nutritionist
- District Dietetic Association
- District National Dairy Council
- Nutrition staff in ambulatory care programs or clinical dietitians at a local hospital.

### *References* \_\_\_\_\_

National Dairy Council  
6300 North River Road  
Rosemont, IL 60018-4233  
(708) 696-1860 ext. 220

## DESCRIPTION OF LIFESTEPS PROGRAM SESSION

- I. Recruiting Participants - Promote program and help prospective participants determine if they are ready to lose weight and if *Lifesteps* is the program for them.
- II. Screening Participants - Conduct one-on-one interviews with each prospective participant. Measure them to see if they meet the physical requirements of the program. Determine if they are ready to lose weight and if *Lifesteps* is the kind of program they want.
  1. Monitoring - Teach participants how to keep Food and Activity Records.
  2. Physical Activity - Help participants make a plan for increasing their physical activity.
  3. Portion Size - Teach participants to weigh and measure foods so they can develop an eye for standard serving sizes.
  4. Four Food Groups - Help participants develop a plan for getting the recommended number of servings from the four food groups.
  5. Putting It All Together - Help participants determine an appropriate calorie goal and decide on the changes they can make in their diets to achieve the goal in a healthful way.
- III. Private Counseling - Evaluate participants' progress.
  6. Low-Calorie Eating - Help participants make a plan for lowering calorie intake by using low-calorie preparation techniques and low-calorie food products.
  7. Eating Styles - Help participants identify any eating styles that lead to overeating. Make a plan for changing them.
  8. Dealing With Temptations - Help participants make a plan to resist eating triggered by places and/or activities.
  9. Dealing With Feelings - Help participants make a plan to change emotional-eating habits.
  10. Dealing With Saboteurs - Help participants make a plan to prevent diet saboteurs from influencing them to overeat.
  11. Eating Out - Help participants make a plan to apply *Lifesteps* principles when eating away from home.
  12. Staying Active - Help participants plan an activity program for maintaining weight losses and developing cardiovascular fitness.
- IV. Final Weigh-In/Assessments
  13. Staying In Step - Help participants make a plan for achieving additional weight loss goals or for maintaining weight losses.



## MODEL COMMUNITY PROJECT

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FOR RELEASE: Immediately

HEALTHWORKS! will hold an orientation program for North East residents who are interested in participating in a weight management program.

Weight loss is a goal, an obsession, and a dream for many people. The LifeSteps Weight Management program, developed by the National Dairy Council, is for moderately overweight individuals who recognize that weight control is their own responsibility, who have a strong desire to lose weight, and who are willing and able to make weight loss a high priority in their lives at this time.

The program offers a comprehensive approach to weight management using four basic principles - nutritionally adequate diet, physical activity, behavior modification, and group support.

The focus of LifeSteps is on developing new eating patterns for long term weight management and a lifetime of positive health habits.

Orientation programs for interested individuals have been scheduled for Tuesday, January 30, 1990, at 1:00 p.m. at the McCord Memorial Library and Thursday, February 8, 1990, at 7:00 p.m. at Parkside in North East.





*PRESENTS:*

# *Lifesteps*

*Weight Management*

Want to lick your weight problem?

LifeSteps is not just another diet . .LifeSteps is different.

Participants will learn to recognize eating and activity patterns and learn to develop healthy habits for long term weight management, with the added encouragement of seeing others control their weight too.

The program is recommend for adults who are moderately overweight.

LifeSteps, developed by National Dairy Council, will be conducted by the HEALTHWORKS! Dietitian.

Why not give it a try?

You are invited to attend Orientation with no obligation, to see if LifeSteps is the right STEP for you.

**January 30, 1-2 p.m. McCORD MEMORIAL LIBRARY**

**or**

**February 8, 7-8 p.m. PARKSIDE AT NORTH EAST**

For more information, please call  
HEALTHWORKS! at 825-8738.

## LIFESTEPS WEIGHT MANAGEMENT PROGRAM

### Post Survey - May 1990

1. Check any of the following that have improved due to participating in the weight management program.

☐ Self Confidence

☐ Peer Relationships

☐ Morale

☐ Eating Habits

☐ Physical Activity

☐ Productivity

2. Since the beginning of the program, my weight has: (check one)

☐ Increased by 5-10 pounds

☐ Increased by 10 or more pounds

☐ Remained Stable

☐ Decreased by 5-10 pounds

☐ Decreased by 10-20 pounds

☐ Decreased by 20+ pounds

3. During the program, my activity level: (check one)

☐ Increased to 1-3 times/week

☐ Increased to 3+ times/week

☐ Remained the Same

☐ Decreased

4. Check any of the activities in which you participated.

☐ Cycling

☐ Aerobics

☐ Walking

☐ Swimming

☐ Sports

☐ Other (Specify)

5. In my opinion, the course was,

☐ Excellent

☐ Good

☐ Fair

☐ Poor

6. The most valuable part was: \_\_\_\_\_

\_\_\_\_\_

7. My suggestions for improvement are: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

8. Would you recommend this course to a friend?

☐ Yes ☐ No - Why? \_\_\_\_\_

\_\_\_\_\_

9. Additional Comments:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**DO IT YOURSELF - A PROGRAM FOR MANAGING YOUR WEIGHT****Expenses****Direct Labor and Fringes**

Professional - 162 hours x \$20/hr	\$3,240	
Clerical - 25 hours x \$12/hr	300	
Volunteer - 5 hrs x \$15/hr (estimated value)	<u>75</u>	
Total		\$3,615

**Travel** 250

**Leader Training ( once )** 300

**Materials/Supplies**

Room - Facility	50	
Pencils	6	
Student Manuals (\$35 ea)	1,155	
Folders	27	
Grocery Supplies	34	
Food Records	17	
Awards	<u>155</u>	
Total		\$1,444

**Postage** 17

**Photocopy/Printing** 45

**Revenue**

\$50 from each participant (1,650)

**NET EXPENSES** \$4,021

**NUMBER OF PARTICIPANTS** 31

**AVERAGE COST PER PARTICIPANT** \$130  
(\$13.10 excluding staff time)





# **Guide For Conducting Community Nutrition Programs**

## **Section Three:** **Heart Healthy Cooking Course** *(Culinary Hearts Kitchen)*



**Introduction**

This section of the HEALTHWORKS! Community Nutrition Manual has been designed to provide guidance in planning and conducting a healthy cooking course for residents in a small community.

The HEALTHWORKS! Health Risk Reduction program utilized the "*Culinary Hearts Kitchen*" program, developed by the American Heart Association. This program is designed to help select and prepare delicious and nutritious foods and offer suggestions for modifying recipes and menu planning.

The six-week course shows step-by-step methods of cooking favorites, including a wide assortment of recipes for cooking meats, fish, poultry, breakfast foods, soups, vegetables, and baked goods (Appendix A - Course Outline).

It is recommended that the course utilize the team-teaching approach - include a dietitian with experience in counseling and for discussing rationale for dietary recommendations; and a home economist or cooking instructor who understands the principles of food preparation and is comfortable with food demonstrations.

After reviewing the information included in this section, we recommend that you contact the American Heart Association in your area to determine if a trained leader or leader training is available.

**Purpose**

To educate community residents to take a positive approach to nutrition, by introducing basic principles of nutrition, offering ways to modify recipes, and to aid in planning menus while at home, eating out, or entertaining.

**Description**

**Program Summary** - The "*Culinary Heart Kitchen*" course was conducted for area residents for five weekly two-hour sessions. The program taught participants how to put the Dietary Recommendations into practice and is designed for a general audience. The program structure accommodates 15 to 25 people in a group. Each program session is a complete learning unit, which includes goals, scheduling, topic outline, and appropriate recipes.

**Benefits, Outcome, Results** - A total of seventeen (17) people completed the five-week program. A post-evaluation was developed (Appendix C) and distributed at the final program session. Results indicated the program was excellent, and 100 percent said they would recommend this program to a friend. Thirty-six percent stated the program exceeded expectations and 64 percent indicated that it met expectations.



	<p>Comments on the most valuable part of the program included:</p> <ul style="list-style-type: none"> <li>◆ Learning how to eat a nutritionally balanced diet.</li> <li>◆ Identifying suggestions for substitutions for salt and fat.</li> <li>◆ Learning to read labels.</li> <li>◆ Learning new seasoning suggestions.</li> <li>◆ Learning to make nutritious selections.</li> </ul> <p>Suggestions for improving the program included having more time for sharing ideas and recipes, and more information on menu planning and recipe modification.</p>
<b>Advance Planning</b>	<p><b>Scheduling</b> - The leader was responsible for promoting, preparing, and conducting the program sessions.</p> <p>Identify a timetable for the following tasks:</p> <ul style="list-style-type: none"> <li>* Plan program session dates.</li> <li>* Secure a facility for weekly program sessions.</li> <li>* Develop promotional materials and distribution schedule.</li> <li>* Prepare program sessions (Outline provided in Appendix A).</li> <li>* Order participant materials - contact American Heart Association in the area, check for current price.</li> </ul> <p><b>Publicity</b> - Promotion for "<i>Culinary Hearts Kitchen</i>":</p> <ul style="list-style-type: none"> <li>+ News releases in the local newspaper announcing the program one to two months prior to implementation.</li> <li>+ Promotional flyers distributed through the public library, the chamber of commerce, organizations such as the Jaycees and professional women's organizations, and through area churches as bulletin inserts.</li> <li>+ Posters (provided by AHA in leader materials) distributed at the public library, Chamber of Commerce, major supermarket, area fitness center, and senior living center.</li> </ul> <p>See Appendix B.</p>
<b>Program Implementation</b>	<p><b>Weekly Sessions</b> - Program materials are provided for each session. The Leader's Manual provides background information, course overview, presentation materials, slides, and recipes for preparation and taste-testing.</p>
<b>Additional Considerations</b>	<p>The program sessions contain various activities which requires advance purchasing and various levels of preparation. If the course is taught by one person, the number of activities implemented needs to be evaluated in order to meet the program timetable.</p>

The program offers flexibility for implementation. The participants can be involved in the hands-on preparation of products, or products can be prepared in advance with some hands-on final preparation. Both options include the taste testing of the products. The option selected is vital for the facility selection; with participant food preparation, the equipment available at the facility is a critical component for implementation. In either option, participants can volunteer for final preparation, set-up, and clean-up of the taste-testing.

## Resources

**Program Staff** - A staff of two, including one registered dietitian as the leader and one clerical employee were involved in the ongoing program implementation.

For each program session, participants volunteer to assist with final preparation, set-up, and clean-up from taste testing.

It is estimated that a weekly average of ten professional staff hours were spent to plan, organize, food preparation, and implementation of each session.

**Materials** - Promotional flyers, letterhead and envelopes, participant manuals, pencils, food, and supplies for taste testing.

**Facilities** - The facility for the weekly sessions could be selected from a variety of settings including: church social halls, school district home economic lab facilities, and local college lab kitchens.

Other considerations that are important in selecting the location include: facility hours, adequate parking, good ventilation, availability of electricity and food service equipment.

**Budget** - The total cost of the HEALTHWORKS! "*Culinary Hearts Kitchen*" course, including labor and travel was \$1,446.61.

Expenses included participant manuals, printing of flyers, support materials (recipes shared by participants), and food supplies for sample presentations.

With the funding of the HEALTHWORKS! Health Risk Reduction project, each participant under the age of 55 paid \$10 and each participant 55 and over paid \$9.

A detailed cost analysis is provided in Appendix D.

## **COURSE OUTLINE**

**Goal:** To learn how to plan and prepare attractive, tasty meals which adhere to AHA's dietary recommendations.

### **Session 1 - Introducing the New Way of Eating: Basic Principles**

1. Orientation to Staff, Facilities, Course Outline, and Goal
2. Basic Concepts About Nutrition and Health
3. Definitions of Cardiovascular Disease and Risk Factors
4. AHA Dietary Recommendations: Reducing the Risk
5. How to Modify Recipes

### **Session 2 - The New Way of Cooking: Meats and Poultry**

1. How to Shop Wisely and Read Labels
2. How to Purchase and Prepare Lean Red Meats
3. How to Purchase and Prepare Poultry

### **Session 3 - Entrees with a Lighter Touch: Soups and Fish**

1. How to Enhance Foods with Stocks and Sauces
2. How to Create Nutritionally Complete Hearty Soups
3. How to Select and Prepare Fish and Seafood Specialties

### **Session 4 - Healthy Alternatives: Complementary Proteins and Complex Carbohydrates**

1. Principles of Preparing Meatless Meals
2. How to Incorporate Grains, Legumes, and Starchy Vegetables into Everyday Meals
3. How to Add Variety to Meals with Vegetables
4. How to Select and Store Salad Ingredients and Prepare Salads and Dressings

### **Session 5 - You Don't Have to Give Up the Goodies: Baking and Desserts**

1. How to Select and Prepare Breakfast Foods
2. How to Select and Prepare Baked Goods
3. How to Select and Prepare Desserts
4. How to Select, Prepare, and Use Fruits Throughout the Menu

### **Session 6 - Putting It All Together: Meal Planning**

1. How to Coordinate Menus
2. How to Select Foods When Dining Out
3. How to Prepare Meals for One (or Two)
4. How to Select and Prepare Quick Meals
5. How to Prepare Foods for Special Occasions





MODEL COMMUNITY PROJECT

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FOR RELEASE: April 12, 1990

Contact: \_\_\_\_\_

### **HEART HEALTHY COOKING COURSE OFFERED BY HEALTHWORKS!**

The Culinary Hearts Kitchen Cooking Course, designed by the American Heart Association for people who want to learn how to prepare exciting meals that are low in calories, fat, and cholesterol, will be offered in the North East community by HEALTHWORKS!

The five-week course shows step-by-step methods of cooking American favorites. The program is designed to help you select and prepare delicious and nutritious foods, and offers suggestions for modifying recipes and menu planning.

The program will be held from 10:00 a.m. to 12:00 noon at the First Presbyterian Church, starting on Wednesday, May 9, 1990, and continuing each Wednesday through June 6, 1990.

The registration fee, \$10 per person \$9 for senior citizens, includes instruction books, copies of all recipes, and taste-testing of sample recipes.

Advance registration is required. For more information and registration, please call HEALTHWORKS! at 825-8738.



MODEL COMMUNITY PROJECT

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FOR IMMEDIATE RELEASE

CONTACT: \_\_\_\_\_

Culinary Hearts Kitchen is the course that not only shows you how to make heart healthy foods, it lets you taste them as well! A variety of recipes are provided in the participants manual, as well as suggestions for shopping and meal planning.

For five Wednesday morning sessions (May 9, May 16, May 23, May 30, and June 6) from 10:00 a.m. - 12:00 noon, discover delicious ways to cook for your heart and taste buds.

Advance registration is required by May 4, 1990. Call HEALTHWORKS! at 825-8738.

**Culinary Hearts Kitchen**  
**Post-Survey Evaluation**

1. In my opinion, the course was: ☐ excellent ☐ good ☐ fair ☐ poor
2. The most valuable part was \_\_\_\_\_
3. The least valuable part was \_\_\_\_\_
4. This course ☐ exceeded ☐ met ☐ did not meet my expectations.
5. A significant source of sodium in our diet is:  
☐ drugs ☐ processed foods  
☐ commercial baked goods ☐ table salt  
☐ all of the above
6. The food containing the least amount of sodium is:  
☐ canned soup ☐ tomato juice ☐ dill pickle  
☐ roasted chicken breast ☐ bread
7. Ounce for ounce which of the following has the highest number of calories?  
☐ Protein ☐ Sugar ☐ Fat  
☐ Starch ☐ Calcium
8. Name a monounsaturated fat oil \_\_\_\_\_
9. Name a polyunsaturated oil \_\_\_\_\_
10. Name a saturated fat oil \_\_\_\_\_
11. My suggestions for improvement are \_\_\_\_\_  
\_\_\_\_\_
12. Would you recommend this course to a friend? ☐ yes ☐ no Why? \_\_\_\_\_  
\_\_\_\_\_



## COOK YOUR WAY TO GOOD HEALTH

### Expenses

#### *Direct Labor and Fringes*

Professional - 60 hours x \$20/hr	\$1,200.00	
Clerical - 6 hours x \$12/hr	<u>72.00</u>	
Total		\$1,272.00

<i>Travel</i>	70.00
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#### *Materials/Supplies*

Pencils/Pens	6.00	
Student Manuals (\$2.50 ea)	50.00	
Grocery Supplies	150.61	
Awards	<u>25.00</u>	
Total		231.61

<i>Photocopy/Printing</i>	45.00
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### Revenue

\$10 from each participant under 55 years	(\$ 100.00)
\$9 from each participant 55 years and older	(72.00)

<b>NET EXPENSES</b>	<b>\$1,446.61</b>
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<b>NUMBER OF PARTICIPANTS</b>	<b>18</b>
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<b>AVERAGE COST PER PARTICIPANT</b>	<b>\$ 80.37</b>
(\$9.70 excluding staff time)	



# **Guide For Conducting Community Nutrition Programs**

## **Section Four: Restaurant Nutrition Campaign**





<b>Introduction</b>	<p>This section of the HEALTHWORKS! Community Nutrition Manual has been designed to provide guidance in planning and conducting a restaurant nutrition awareness campaign in a small community.</p> <p>After reviewing the information provided in this section, the next step is to create a timetable and task list, incorporating any changes that will tailor the program for restaurants in your area and accommodate the unique characteristics of your community.</p>
<b>Purpose</b>	<p>To provide foodservice owners/managers with information, structure, and support for identifying and offering menu selections that are low in sodium, low in fat, and high fiber choices for their patrons.</p>
<b>Description</b>	<p>The Restaurant Nutrition Awareness Campaign invites restaurants to participate with the HEALTHWORKS! Project in promoting nutritional recommendations and to develop healthy habits. The program offers area restaurants a handbook on healthy recipe modification (Appendix B).</p> <p><b>Program Summary</b> - The Restaurant Nutrition Awareness Campaign involved distributing a packet containing an introductory letter to area restaurants inviting the business to participate, as well as a fact sheet about the program, and a form to be completed by the business (Appendix A). The campaign offered the following options for participants: literature display, review of menus and coding for nutritious selections, inservice education of waitstaff, display of HEALTHWORKS! buttons to be worn by each employee for promotion of the program, and follow-up evaluation.</p> <p>The businesses responded using the commitment form indicating the options they preferred. Follow-up appointments for individual site visits were arranged.</p>
<b>Advance Planning</b>	<p><b>Scheduling</b> - The campaign coordinator developed a timetable for the following tasks:</p> <ul style="list-style-type: none"> <li>➤ Develop and distribute promotion material - introductory letter, fact sheet, commitment form (Appendix A).</li> <li>➤ Plan inservice education program.</li> <li>➤ Develop criteria for menu evaluation (Appendix C).</li> <li>➤ Identify logo for coding nutritious selections (sample shown Appendix C).</li> <li>➤ Secure literature for displays.</li> </ul>

**Program  
Implementation**

Educational packets were distributed to the area restaurants. Follow-up phone calls were made with six restaurants indicating an interest in the program. Responses from the restaurants were received and based on selection of the various options, scheduling was initiated for each establishment.

**Inservice Education** - Inservice education of the waitstaff was implemented by college dietetic students. Information was provided to employees on the dietary recommendations for Americans, and suggestions were offered on modifying recipes to include less sodium, less fat, and more fiber. The National Dairy Council's "Guide to Good Eating" offers program materials for these recommendations, which can be utilized for inservice education.

The inservice programs also encouraged employees to promote a better understanding of the model community project throughout the facility. HEALTHWORKS! buttons were provided to all interested participants.

**Review of Menus** - Two options were available to the participants - the restaurant menu could be coded with a selected symbol, indicating the food item met the criteria for nutritional content; the second option was for a menu insert to be developed which listed the menu items which were approved.

Facilities submitted a copy of the menu with the participant form. The menu was evaluated based on the established criteria and appropriate items were identified. The Approval Form (Appendix C) was forwarded to the establishment for implementation either by coding the menu or for including a menu insert.

**HEALTHWORKS! Buttons** - The project provided HEALTHWORKS! buttons for the establishments who participated in the nutrition awareness campaign. This was to encourage employees to promote the campaign throughout the facility among fellow employees and patrons.

**HEALTHWORKS!**  
**Restaurant Nutrition Campaign**  
**APPENDIX A**

Introductory Letter,  
Fact Sheet, and  
Worksheet







## MODEL COMMUNITY PROJECT

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September 14, 1989

Dear Restaurateur:

In 1986, the National Restaurant Association survey showed that 40 to 42 percent of adults are more likely to try establishments specializing in diet or "lite" menu items. As nutritional concerns continue to grow, it is clear that there is a market for nutritious items.

The HEALTHWORKS! Health Risk Reduction Project invites you to participate in "Good Food For You"; a special program to help restaurants offer healthy food choices. The program is designed to help you meet your patrons nutritional expectations without abandoning the general theme of your operation.

Enclosed is a fact sheet and booklet which further describes the "Good Food For You" program. This is a free-of-charge program designed to better accommodate your patrons who are health conscious. If you are interested in participating, please return a copy of a menu from your establishment in the enclosed envelope or contact HEALTHWORKS! at (814) 825-8738.

Thank you,

Jennifer Morgan, M.S., R.D.  
HEALTHWORKS! Dietitian

**Enclosure**

Erie Office (814) 825-8738  
4718 Lake Pleasant Rd.  
Erie PA 16504

This project is administered by the Erie County Department of Health  
and funded in part by the Pennsylvania Department of Health.

North East Office (814) 725-8711  
41 West Main St.  
North East, PA 16428

**HEALTHWORKS! GOOD FOOD FOR YOU**  
**Restaurant Nutrition Awareness Fact Sheet**  
October 1989

**Purpose**

To support people in their weight reduction efforts and to offer a choice to individuals who are making a conscious effort to choose nutritional foods that reduce their risk for heart disease and cancer.

**Location**

Activities will take place primarily at the major eating establishments within North East. The exact meeting site for the menu review will be at the discretion of the establishment's owner/manager.

**Who Will Provide**

Services will be provided by the project's registered dietitian.

**Follow-Up/Maintenance**

A follow-up letter will be mailed to contact restaurant owners/managers to ask if they would like additional information on offering low fat, low salt, high fiber selections to their menu. A six month follow-up survey will be made to the restaurant to review healthful menu items to determine whether patron reaction was favorable, non-favorable, or no reaction.

**Standards for Item Approval**

The nutritional criteria for menu items to be identified as "HEALTHWORKS! Good Food For You" have been pre-determined by the HEALTHWORKS! dietitian.

Items within close proximity to the established guidelines may be approved at the discretion of the reviewing dietitian.

Menu items approved as "HEALTHWORKS! Good Food For You" may be acknowledged by the following methods:

- ☛ menu printed using HEALTHWORKS! logo beside approved menu item.
- ☛ menu insert listing menu items approved by HEALTHWORKS!
- ☛ knowledgeable staff communicating benefits of program to patrons.

**Program Benefits**

This is a free-of-charge program designed to better accommodate your patrons who are health conscious.

All participating establishments will be frequently recognized within the North East Breeze, HEALTHWORKS! Newsletter, and the North East Chamber of Commerce Newsletter.

Establishments may be endorsed by area physicians and fitness programs.

Proper training of staff on the nutrition offerings and rationale.



HEALTHWORKS! Good Food For You  
Restaurant Nutrition Awareness  
Participant Worksheet  
October, 1989

Name of Business \_\_\_\_\_ Hours of Operation \_\_\_\_\_

Address \_\_\_\_\_

Phone No. \_\_\_\_\_ Optimal Site Visit Hours \_\_\_\_\_

Owner/Manager \_\_\_\_\_ Establishment Theme \_\_\_\_\_

Description of Operation \_\_\_\_\_

\_\_\_\_\_ Approx. # of Patrons \_\_\_\_\_

**Program Participation**

\_\_\_\_\_ Use of HEALTHWORKS! Symbol

\_\_\_\_\_ Follow-Up Evaluation

\_\_\_\_\_ Educate Staff

\_\_\_\_\_ HEALTHWORKS! Buttons

\_\_\_\_\_ Menu Insert

\_\_\_\_\_ Other \_\_\_\_\_

\_\_\_\_\_ Literature Display

\_\_\_\_\_ Area Recognition

I, \_\_\_\_\_, (owner/manager) understand and agree to participate with HEALTHWORKS! in the development and implementation of healthier menu selections within my establishment.

\_\_\_\_\_ *signed* \_\_\_\_\_ *date*

**Restaurant Nutrition Awareness - Staff Notes - Date: \_\_\_\_\_**

1. Establishment general information/participation

2. Obtain copy of menu

3. Review description of items

4. Methods of cooking

5. Degree of participation

6. Future appointment

**HEALTHWORKS!**  
**Restaurant Nutrition Campaign**  
**APPENDIX B**

Information Packet





# RESTAURANT NUTRITION AWARENESS GUIDE

*Developed By: Jennifer Morgan, M.S.*

To Schedule a Free Consultation

or

For More Information: Please Call or Write

**HEALTHWORKS!**  
4718 Lake Pleasant Road  
Erie, PA 16504  
825-8738

## **HERE IS HOW THE PROGRAM WORKS:**

The HEALTHWORKS! program has been well received in the North East Community. People associate the HEALTHWORKS! logo with health and well-being. By working with the HEALTHWORKS! Dietitian, your menu items may be approved to represent the purpose of HEALTHWORKS! and its efforts to reduce the public's risk for heart disease and cancer.

HEALTHWORKS! Health Risk Reduction Program is providing a service which may benefit your business, while contributing to the improvement of today's health conscious society. The program is designed to support people in their weight reduction efforts and to help you offer menu alternatives to individuals who are making a conscious effort to select nutritional choices that reduce their risk for heart disease and cancer. Offering low salt, low fat, high fiber choices on your menu or identifying those items already on your menu can help support the efforts of many of your clientele. By working with HEALTHWORKS!, you will be more knowledgeable of the health concerns of your patrons and better equipped to serve them.

The following pages provide nutritional information designed to enhance the nutritional value of certain menu items. Suggested "helpful hints" are listed as a means to reduce fat/cholesterol, sodium, and increase fiber content which may be incorporated in recipes or cooking methods.

Try to identify existing procedures you may already be incorporating and others that may prove beneficial. HEALTHWORKS! will work closely with you to help design a healthy menu best suited for your establishment. The program may include the development of a specialized menu section, special menu symbols highlighting healthier choices, educating staff, and/or modifying recipes. The ideas and information you obtain may be used at your own discretion. For additional help, please contact:

HEALTHWORKS! Dietitian  
4718 Lake Pleasant Road  
Erie, PA 16504  
(814) 825-8738



## **BREADS / CEREALS / PASTA / RICE**

These products are high in carbohydrate and protein, and low in cholesterol and fat. These foods, when not eaten in excess, offer an excellent way to further promote a healthy menu. Numerous alterations and substitutions are available within this food category to reduce the fat intake of certain dishes. In order to provide some ideas, this category has been further divided into subgroups. Below are some healthful ideas and suggestions when reading product labels:

### **BREADS/CEREALS**

- Utilize whole grain breads. Such products should list “whole grain” as the first label ingredient. If not, the fiber content may be reduced (Ex.: Whole wheat or whole rye, cracked wheat, whole corn meal, oat bran).
- Cereals should contain greater than 5 grams of fiber per serving. Try oatmeal as a menu selection.

### **PASTA/RICE**

- Combine large quantities of pasta, rice, and legumes with vegetables and lean meats.
- Choose pasta noodles and rice made without eggs to further reduce cholesterol content.

### **DRIED PEAS/BEANS**

- Increase usage of these products in recipes to increase the fiber content.

### **OTHER**

- Try substituting whole grain flour for half the amount of white flour in recipes. Use half oatmeal or whole wheat bread for recipes requiring bread crumbs.
- Although most crackers are high in fat and sodium, provide whole-grain types for extra fiber.

## MEATS / FISH / POULTRY

Americans are becoming more aware how meat, fish, and poultry products affect their health. Reports suggest that people are eating 15 fewer pounds of beef per year while substituting it with 15 pounds of poultry. Although chicken and fish are lower in saturated fat than "red meat", their cholesterol content is similar. The National Cholesterol Education Program recommends limiting all intake of lean meat, chicken, turkey, and fish to six ounces per day. As a result, a population shift toward the reduction of blood cholesterol levels may occur.

Your facility can participate in cholesterol reduction by providing a choice of leaner menu items for your patrons. While this particular food category encompasses a large group, below are specific subgroup ideas which you may wish to incorporate in your business:

### MEATS - Beef, Pork, Lamb

- ☐ Use lean cuts of beef, pork, lamb (See Exhibit I).
- ☐ Trim all fat off the outside of meats before cooking. Try draining the fat off after cooking or use a paper towel to absorb the extra fat drippings.
- ☐ Offer meat items in less than 6 ounce serving sizes. (See Exhibit II)
- ☐ Broil, bake, or roast meats using a rack to drain off fats.

### PROCESSED MEATS

- ☐ Limit usage of high-fat processed meats - bacon, bologna, salami, sausage, and hot dogs.
- ☐ Provide leaner meats, such as boiled ham, baked Virginia ham, roast beef, sliced turkey or chicken.

### CHICKEN/TURKEY

- ☐ Reduce fat content by removing skin and underlying fat layers.
- ☐ Try mixing half ground turkey with ground beef to further reduce fat content.
- ☐ Offer items with sauces or gravies served "on the side".
- ☐ Provide more items cooked by grilling, broiling, or baking.

### FISH/SHELLFISH

- ☐ Choose fish products packed in water, fresh, or frozen.
- ☐ Provide non-fried items with sauces served "on the side".
- ☐ Offer items grilled, baked, or broiled in wine or herbs and spices instead of frying.

Current studies suggest increasing fish consumption to two or three times per week may help reduce blood cholesterol levels.

Deep-sea fish, such as salmon, tuna, and herring, are rich sources of omega-3 fatty acids, which may contribute to reducing blood cholesterol levels.

## FRUITS / VEGETABLES

Fruits and vegetables play an important role in a healthy well-balanced diet. The American Heart Association recommends three servings of fruit (medium-size piece of fruit = 1 serving) and three servings of vegetables (1/2 cup to 1 cup of raw or cooked vegetables = 1 serving) every day.

Most entree items should be accompanied by a serving from this group or utilized as a decorative item. Fruits and vegetables as a side dish can provide a source of vitamins, minerals, and fiber, while enhancing the appearance and texture of the meal.

Naturally, this food group contains no cholesterol and little fat. The preparation and cooking methods play a major role in determining the final nutrient content. Listed below are some ideas in which nutrition may be maximized:

- ✓ Avoid excess trimming and soaking. The peeling contains a good source of the vitamins and minerals.
- ✓ Cook vegetables in as little water as possible. Use the leftover water in soups, sauces, or gravies. Try steaming vegetables.
- ✓ Extend your use of fresh, raw products. Appetizers and desserts are a good place to start.
- ✓ Purchase canned fruits in their own juice or in light syrup. Rinse and drain before serving to reduce the caloric content.
- ✓ Try stir-frying vegetables in limited amounts of an unsaturated oil or a small amount of wine (reports show canola oil or olive oil may help reduce blood cholesterol levels).
- ✓ Serve plain frozen or fresh vegetables seasoned with lemon juice, herbs, and/or spices (See Exhibit IV).
- ✓ Prepare vegetables as close to serving time as possible to prevent overcooking. The nutrient value can quickly be lost if overcooking occurs.
- ✓ Serve sauces or toppings on "the side".
- ✓ Almost all fruits and vegetables are low in fat except avocados and olives, therefore, use the latter two in small amounts.



## DAIRY PRODUCTS / EGGS

Dairy products are high in protein and an excellent source of calcium and vitamin D. They play an important role in bone development and maintenance. The dietary guidelines suggest at least two servings per day. However, when overconsumed, dairy products may provide excess fat/cholesterol and sodium.

Due to public concern of cholesterol, product suppliers are continuously trying to develop new products which are reduced in cholesterol and sodium. These products may often be more expensive and less appealing. However, by being aware of some simple modifications, you can continue to offer heart healthy items without spending a fortune.

### DAIRY PRODUCTS

- Use skim milk or low-fat milk in recipes in addition to offering it as a beverage alternative.
- Substitute whole milk with non fat dry milk and water.
- Decrease natural and processed cheeses; substitute low-fat (2%) cottage cheese or synthetic cheeses produced from vegetable oils.
- Substitute low-fat yogurt or low-fat cottage cheese for sour cream in dips and salad dressings.
- Experiment with evaporated skim milk in recipes calling for heavy creams. Place cheese sauces "on the side".
- Provide reduced fat cheeses or cheeses made from part-skim milk.

### EGGS

- Provide egg substitute products for your patrons.
- Use less egg yolk in recipes calling for whole eggs (one whole egg = two egg whites).
- When frying eggs use a non-stick frying pan or no-stick cooking spray.

## FATS / OILS

Fats and oils cannot be fully eliminated from the diet. They serve as a good source of vitamin A and vitamin E, and are necessary for tissue repair, bone development, and natural body oils. Although they are important, too much may increase unwanted calories and raise blood cholesterol levels. The American Heart Association recommends less than 30 percent of a day's total calories come from fat.

Fats and oils can take on various forms without altering caloric content. Vegetable fats (safflower oil, sunflower oil, soybean oil) and animal fats (lard, beef fat) are the two sources. Since vegetable oil products do not contain cholesterol, reports have shown no effect on raising blood cholesterol levels. However, as a general rule, an individual's intake of these products should be limited by six to eight teaspoons a day. This includes cooking oils and food toppings, i.e. mayonnaise, margarine, and salad dressing.

By understanding the effects fats and oils have on your health, you will be better equipped to provide healthier menu items. Below are some ideas which may help to achieve the best possible benefits from fats and oils:

- \* Limit the usage of fats and oil when cooking.

1 serving = 1 tsp. oil or margarine

2 tsp. salad dressing

5 tsp. sour cream

- \* Margarine is an example of partially hydrogenated vegetable oil which is preferred over butter. When choosing margarine, utilize products containing at least twice as much unsaturated fat as saturated fat.
- \* Choose salad dressings or mayonnaise with reduced caloric content and/or made with unsaturated vegetable oils.
- \* Use a no-stick cooking spray or a non-stick pan when frying to limit the use of cooking fat.
- \* Try some olive oil or canola oil when stir-frying or cooking vegetables. It adds an extra flavor while promoting a healthy item. (Current new evidence reports that these oils contain monounsaturated fats which may help reduce blood cholesterol levels.)
- \* Avoid products made with coconut oil, palm oil, or palm kernel oil. (Although they are vegetable products, they are highly saturated and may aid in raising blood cholesterol levels.)

## BEVERAGES / DESSERTS

Most foods listed in this category are often “empty calories”, high in fat and cholesterol. However, a healthy diet need not be sabotaged when the dessert tray is passed. Try adding some of the ideas listed below. This will provide a delightful surprise to your patrons who wish to continue with a healthy meal plan.

### DESSERTS

- ★ Provide fresh fruit or fruit canned in light syrup.
- ★ Offer a light dessert such as sherbet, fruit ice, or sorbet.
- ★ Try low-fat fruit yogurt, angel food cake, Jello, or frozen low-fat yogurt.

### BEVERAGES

- ★ Try serving 100 percent fruit juice with seltzer water or mineral water (wine may also be substituted).
- ★ Provide diet beverages or “lite” beer.
- ★ Provide skim or low-fat milk and you also may wish to use them as coffee creamers.



## NUTRITION DEFINITIONS

<b>Calorie:</b>	A measure of energy expressed in terms of heat. The word "calorie" is commonly used in non-technical publications, but the correct terms are "kilocalorie" or "Calorie". (Refer to the definition of "kilocalorie".)
<b>Carbohydrates:</b>	A major class of foods which include sugars, starches, and celluloses. Together with fats, carbohydrates are the primary sources of fuel for the human body. The body produces its energy by chemically breaking down fat and carbohydrate molecules into carbon dioxide and water. Carbohydrates (composed of carbon, hydrogen, and oxygen) also supply the body with important building materials. It is recommended that carbohydrates constitute at least 50 percent of the diet with emphasis on complex carbohydrates.
<b>Simple Carbohydrate:</b>	Simple carbohydrates are the sugars - glucose, fructose, sucrose (table sugar), and lactose (milk sugar).
<b>Complex Carbohydrate:</b>	Complex carbohydrates include the starches and celluloses. They are formed from many sugars joined together. Starches can be digested by the body while celluloses cannot.
<b>Cholesterol:</b>	<p>A fatty substance, chemically steroid alcohol. Important in the body as part of digestive fluids, the brain, and some connective tissues. Manufactured by the liver, it is common in foods containing animal fats. Excess amounts have been linked with atherosclerosis, in which the arteries become narrowed and obstructed.</p> <p>Cholesterol is used as an index of blood-fat levels principally because it is the fastest fat to measure. Another indicator of fat in the blood is serum triglycerides; it may be high (above 150 mg%) even when the cholesterol level is in the normal range (below 200 mg%). Some physicians test for both indicators (see lipoproteins).</p>
<b>Enriched Foods:</b>	Flour and cereal products, corn meal, and rice to which three B-vitamins (thiamine, niacin, and riboflavin) and iron have been added. A good example is enriched bread.
<b>Fats:</b>	A class of organic compounds known as lipids which are composed of carbon, hydrogen, and oxygen, chiefly glyceride esters of fatty acids such as stearic, palmitic, oleic, and butyric. Fats are soluble in organic solvents such as ether, but are insoluble in water. They are concentrated sources of energy (9 kilocalories per gram) and are widely distributed throughout the body, functioning as support and protection for vital organs and tissues.
<b>Saturated Fat:</b>	A class of fatty acids with single bonds throughout the fatty acid carbon chain. They remain solid at room temperature and are generally of animal origin. Ingesting saturated fats tends to increase blood cholesterol levels.
<b>Hydrogenerated Fat:</b>	A class of vegetable fat which has been processed to a saturated fat. Has been shown to increase blood cholesterol levels. Solid at room temperature.

<b>Mono-Unsaturated Fats:</b>	Fats distinguished by only one double bond in the fatty acid carbon chain. A major source is olive oil. Mono-unsaturated fats can increase the amount of high density lipoprotein in the blood.
<b>Poly-Unsaturated Fats:</b>	Unsaturated fatty acids distinguished by two or more double bonds in the fatty acid carbon chain. They tend to be liquid at room temperature. Vegetables are the most abundant sources. Ingesting polyunsaturated fats can assist in lowering blood cholesterol levels.
<b>Fiber:</b>	The indigestible component of food that aids in the passage of waste products through the intestines for elimination. Major sources of fiber in the diet are whole grains, nuts, fruits, and vegetables. Fiber content varies according to the specific plant and its maturity.
<b>Crude Fiber:</b>	The component of food that remains after treatment with acid and alkali in laboratory analysis. Although this is a much more rigorous treatment than the digestive process in the body, many food composition tables still refer to crude fiber values.
<b>Dietary Fiber:</b>	The part of food that is not digested in the gastro-intestinal tract of the human body. Dietary fiber includes crude fiber plus additional indigestible fiber. It is more important in analyzing diets.
<b>Kilocalorie:</b>	A measure of body energy expressed in terms of heat. One kilocalorie is the amount of heat necessary to raise the temperature of one kilogram of water one degree Centigrade. Kilocalories or body energy are obtained from three nutrients: fat, carbohydrate, and protein. Energy is needed for physical activity and maintaining body processes.
<b>Lipoproteins:</b>	The particles in the blood which transport different lipids, primarily triglycerides and cholesterol.
<b>High Density Lipoprotein (HDL):</b>	A major transporter of cholesterol in the body, HDL (the "good" lipoprotein) is linked to removing cholesterol from blood vessel walls.
<b>Low Density Lipoprotein (LDL):</b>	A major carrier of cholesterol in the blood, LDL (a "bad" lipoprotein) is a type of cholesterol thought to build up on artery walls.
<b>Very Low Density Lipoprotein (VLDL):</b>	A major carrier of triglycerides in the blood (a "bad" lipoprotein) is cholesterol synthesized from LDL by the body and is thought to contribute to arteriosclerosis.
<b>Minerals:</b>	Inorganic components of foods. Essential minerals are part of the body structure or act as body regulators in hormones and enzymes.
<b>Nutrient:</b>	A substance that is necessary for the functioning of the human body. Nutrients are used by the body in three ways: to provide for growth and repair of body tissue, to furnish energy and heat, and to regulate body processes.
<b>Nutrition:</b>	The vital process by which the body converts the nutrients in food into energy and into the structural and regulatory substances of the human body.



<b>Omega-3 Fatty Acids:</b>	A class of highly poly-unsaturated fats found almost exclusively in seafoods. They are distinguished by their unique chemical structure, with the first site of unsaturation occurring at the third carbon from the methyl end of the fatty acid chain.
<b>Protein:</b>	Complex combinations of amino acids (containing carbon, hydrogen, nitrogen, oxygen, and often sulfur, phosphorus, and iron) which are essential constituents of all living cells. Protein makes up 15 to 20 percent of the human body.
<b>Recommended Dietary Allowances (RDA):</b>	Amounts of nutrients recommended by the Food and Nutrition Board of the National Academy of Sciences that are adequate for the maintenance of good nutrition in healthy persons in the United States. The Allowances are periodically revised in accordance with latest nutrition research.
<b>Serving Size:</b>	The term "serving" refers to that reasonable quantity of food suitable for consumption as part of a meal by an adult male engaged in light physical activity. When used as part of nutrition labeling, a serving is a convenient unit of food or unit of measure that can be readily identified as an average or usual serving by the consumer. Examples are slices, number of units, ounces, teaspoonfuls, cupfuls, or fractions thereof.
<b>U.S. RDA :</b>	The level of nutrients needed by an average person for adequate maintenance of good nutrition as determined by the U.S. government for use in nutrition labeling.
<b>Vitamins:</b>	Organic compounds, found in nature or scientifically synthesized in laboratories, that act as catalysts allowing the body to process and use food energy. They are essential to good health and cannot be synthesized by the body. Vitamins are regulators.





**FOR YOUR INFORMATION**

**EXHIBITS**

Restaurant Nutrition Awareness Guide - Exhibit I

# LEAN MEAT CUTS

3 ounces trimmed, cooked portions of the following meat cuts will provide  
200 Calories or less per serving.

## BEEF

Top Round  
Bottom Round  
Eye of Round  
Tip  
Sirloin  
Tenderloin  
Top Loin  
Chuck Arm  
Brisket, Point Portion

## PORK

Whole Leg  
Leg, Rump Half  
Loin, Center Loin Roast or Chop  
Canadian Bacon  
Boneless Ham, 5-11% fat

## VEAL

Cutlet  
Arm Steak  
Blade Steak  
Sirloin Chop  
Loin Chop  
Rib Roast

## LAMB

Shank Half Leg Roast  
Sirloin Roast  
Loin Chops  
Blade Chops  
Fores Shank  
Rack (Rib)



## Restaurant Nutrition Awareness Guide - Exhibit II

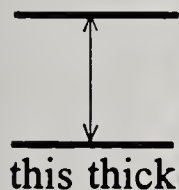
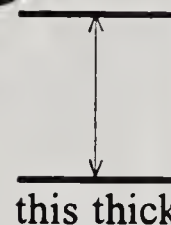
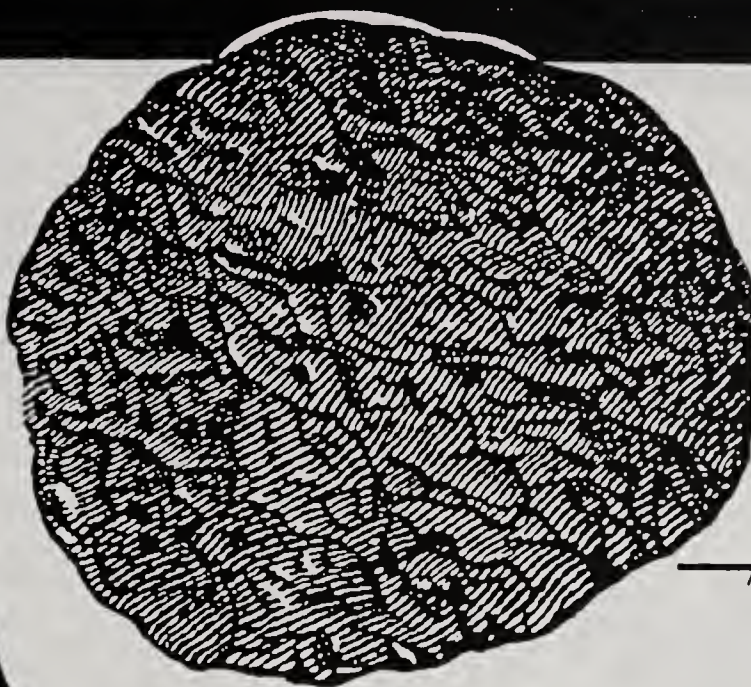
# ESTIMATING PORTION SIZES

## A Guide to 3 Ounce Servings

Ground Beef Patty (85% lean, broiled)

One patty this size:

204 calories



Pork Chop (lean only)

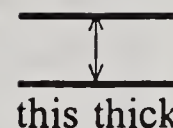
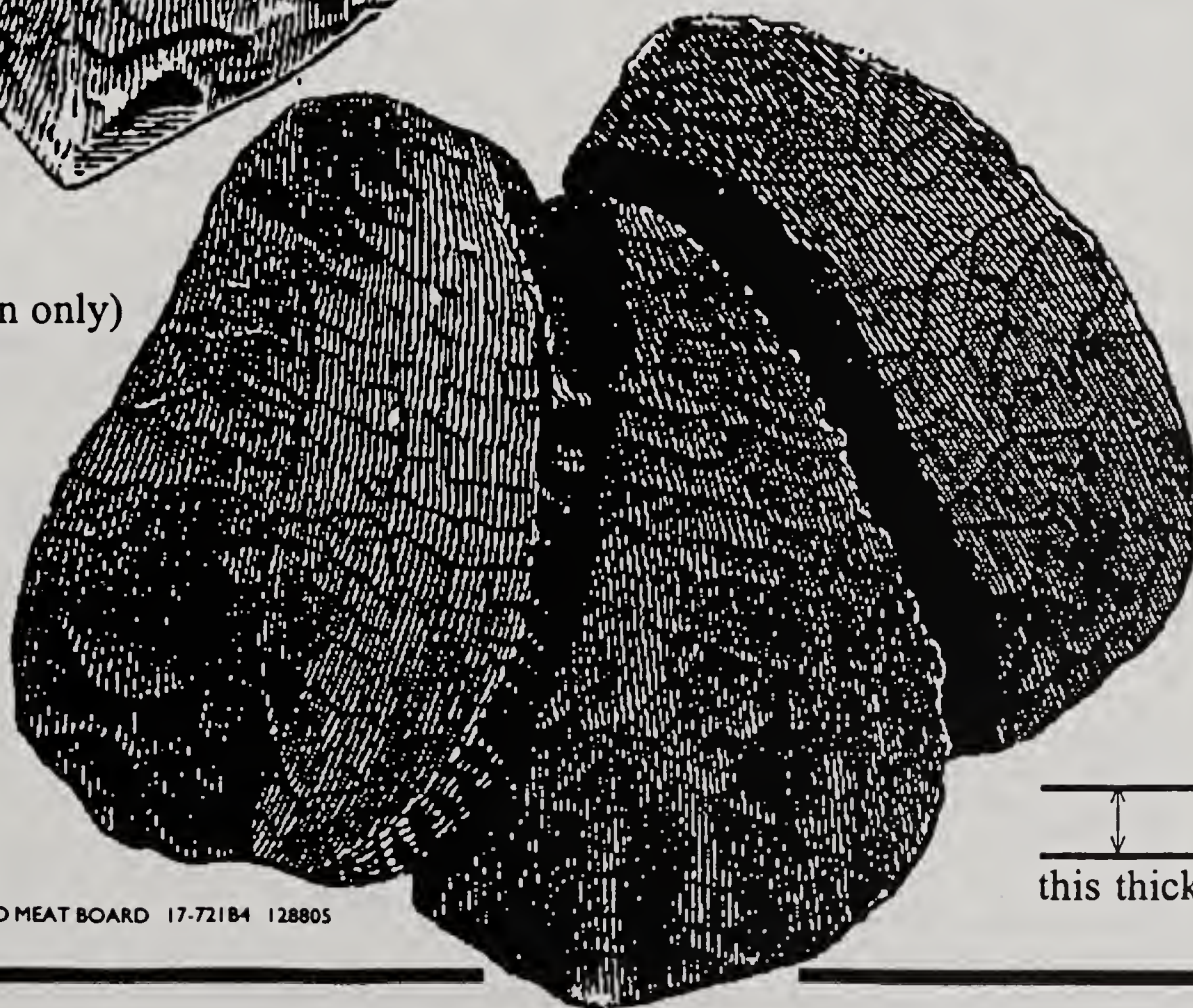
One chop this size:

196 calories

Beef Eye of Round (lean only)

Three slices this size:

155 calories





## Restaurant Nutrition Awareness Guide - Exhibit III

# FOOD GROUPS AND SERVING SIZES

## Food Group

## What Makes a Serving

### Breads, Cereals, and Other \_\_\_\_\_

#### Grain Products

Whole-grain  
Enriched

1 slice of bread  
1/2 hamburger bun or English muffin  
A small roll, biscuit, or muffin  
3 to 4 small or 2 large crackers  
1/2 cup cooked cereal, rice, or pasta  
1 oz. of ready-to-eat breakfast cereal

### Fruits \_\_\_\_\_

Citrus, melon, berries  
Other fruits

A piece of whole fruit such as an apple, banana, orange  
A grapefruit half  
A melon wedge  
3/4 cup of juice  
1/2 cup berries  
1/2 cup cooked or canned fruit  
1/4 cup dried fruit

### Vegetables \_\_\_\_\_

Dark-green leafy  
Deep-yellow  
Dry beans and peas (legumes)  
Starchy  
Other vegetables

1/2 cup of cooked or chopped raw vegetables  
1 cup of leafy raw vegetables such as lettuce or spinach

### Meat, Poultry, Fish, and Alternates \_\_\_\_\_

Eggs, dry beans and peas,  
nuts and seeds

Serving sizes will differ. Amount should total 5 to 7 ounces of lean meat, fish, or poultry a day.  
Count these alternates as 1 ounce of lean meat:  
1 egg  
1/2 cup cooked dry beans  
2 tablespoons of peanut butter

### Milk, Cheese, and Yogurt \_\_\_\_\_

1 cup of milk  
8 oz. of yogurt  
1 1/2 oz. natural cheese  
2 oz. processed cheese

### Fats, Sweets, and Alcoholic Beverages

USDA, Human Nutrition Information Service.  
Nutrition and Your Health, Dietary Guidelines  
for Americans. Home and Garden Bulletin  
Number 232-1. Washington, D.C.:  
U.S. Government Printing Office, April 1986.

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## Restaurant Nutrition Awareness Guide - Exhibit IV

HERBS & SPICES	MAIN DISH	SALAD	SAUCES	VEGETABLES
<b>HERBS</b>				
<i>Basil</i>	Tomato, egg, fish, chicken cacciatore, beef stew	Vegetable salads with marinades	Tomato	Cucumbers, green beans, zucchini
<i>Chives</i>	Creamed dishes, fish, eggs	Potato salad, green salad	Creamed type	Potatoes
<i>Dill</i>	Fish	Potato, vegetable	Creamed type	Green beans, cucumbers, cabbage, carrots
<i>Marjoram</i>	Italian type, tomato, beef, lamb, fish, veal, poultry, eggs	Salad dressings	Tomato, brown	Broccoli, green beans, peas, eggplant
<i>Oregano</i>	Italian type, tomato, meatloaf, pork, veal, pot roast	Vegetable salads with marinades, bean salad	Tomato, fish	Tomato, broccoli, zucchini, eggplant
<i>Parsley</i>	All	All except fruit salad	All except fruit	All
<i>Rosemary</i>	Beef, pork, fish, lamb		Vegetable, meat and fish gravies	Cauliflower, potatoes, turnips
<i>Sage</i>	Pork, poultry, goulash, beef stews	Vegetable salads with marinades	Meat, chicken, pork gravies	Mushroom, broccoli, cabbage, onions, cauliflower
<i>Thyme</i>	Beef, pork, chicken, fish, beef stews, fish chowders, fish soups	Vegetable salads with marinades, salad dressings	Brown	Creamed onions
<i>Tarragon</i>	Eggs, poultry, fish	Salad dressings	Creamed type	Potatoes
<b>HERB SHAKER</b> . . Combine: 2 t thyme, 1-1/2 t sage, 2 t rosemary, 2-1/2 t marjoram, 2-1/2 t savory Use this combination to flavor vegetables, meats, fish or poultry.				



**Restaurant Nutrition Awareness Guide - Exhibit V**

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## **FOOD AND COOKING TIPS**

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### **FOR A HEALTHY HEART**

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Limiting cholesterol and fat (especially saturated fat) in the diet appears to be helpful in reducing the chance of coronary heart disease. Cholesterol is only found in animal products. Saturated fats are found in most animal products and a few vegetable products such as coconut oil. These fats are solid at room temperature and tend to increase blood cholesterol levels. Polyunsaturated fats are most often found in vegetable sources. These fats are usually liquid at room temperature and tend to lower blood cholesterol levels. It is important for your health that all fats (including polyunsaturated) be limited in the diet.

#### **Foods To Include More Often**

1. Fish, Veal, Chicken, and Turkey (remove the skin).
2. Fruits and Vegetables (these contain no fat or cholesterol).
3. Skim and Low-Fat (1%) Milk, and dairy products made from these milks such as cottage cheese, farmers cheese, and mozzarella.
4. Beans, Nuts, and Grain Foods such as bread, cereals, rice, and noodles.
5. Liquid Vegetable Oils, Margarines, and Salad Dressings containing polyunsaturated vegetable oils such as safflower, soybean, corn, cottonseed, sunflower, or sesame seed oil.

#### **Foods To Limit Or Use Less Often**

1. Fatty Meats and Organ Meats such as luncheon meats, frankfurters, spareribs, bacon, sausage, liver, and kidney.
2. Egg Yolk (egg whites do not contain cholesterol).
3. Solid Fats and Shortenings such as butter, lard, salt pork fat, meat fat and products containing coconut oil.
4. Commercial Baked Goods such as pies, cakes and cookies, and Commercially Fried Foods including potato chips and corn chips.
5. Whole Milk and dairy products made from whole milk such as ice cream, hard cheese, and whole milk yogurt.

#### **Cooking and Shopping Tips**

1. Choose cooking method that helps remove fat: baking, broiling, roasting, and stewing.
2. After cooking home-made soups and stews, gravies and boiled meats, refrigerate and remove hardened fat.
3. Choose lean cuts of meat. Trim visible fat before cooking. Drain as much fat as possible after cooking.
4. Read margarine labels carefully. Look for products that list liquid polyunsaturated fats first on the label.
5. Use lemon juice or tomato juice instead of drippings for basting.

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**Pennsylvania Department of Health**

**Public Health Nutrition Services**

**Division of Health Promotion**

**P.O. Box 90**

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**Harrisburg, PA 17108**

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## Restaurant Nutrition Awareness Guide - Exhibit VI

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**FOODS HIGH IN SALT**

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Sodium intake is one factor which is known to affect blood pressure. Everyone needs a certain amount of salt daily, but far less than most people actually use. One teaspoon of table salt (sodium chloride) contains about 2100 mg (2 grams) sodium. Most processed foods contain added salt. Those with the highest content are listed below:

**I. Foods which are Salted, Smoked, or Processed with Salt**

smoked pork (bacon, ham)	koshered meat
smoked tongue	canned meat
sausage	herring
frankfurters	sardines
luncheon meats	dried or smoked fish
corned beef	processed cheese
dried beef	cheese spreads
salt pork, bacon fat	sauerkraut

**II. Foods with Salt Topping or Added Salt**

pretzels	snack crackers, corn curls
potato chips corn chips	pumpkin or sunflower seeds
nuts	peanut butter
popcorn	canned or packaged soups
crackers and rolls with salted tops	tomato or V-8 juice

**III. Seasonings and Condiments**

prepared mustard	cooking wine
catsup	pickles
chili sauce, barbecue sauce	olives
meat extracts	Worcestershire sauce soy sauce
meat sauces	bouillon cubes or powder
meat tenderizers	relishes chow-chow
prepared horseradish	Ac'cent
celery salt, onion salt, garlic salt, seasoned salt	MSG (Monosodium glutamate)

**Special note:** Drinking water may contain considerable sodium, especially if home water-softened. Antacids (including baking soda), baking powder, cough medicines, laxatives and other medicines may also contain large amounts of sodium. Read labels and check with your doctor.

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**HEALTHWORKS!**  
**Restaurant Nutrition Campaign**  
**APPENDIX C**

**Project Criteria**



# **HEALTHWORKS! GOOD FOOD FOR YOU**

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## **Restaurant Nutrition Awareness Project Criteria**

Developed By:

Jennifer Morgan, M.S., R.D.  
HEALTHWORKS! Dietitian



The HEALTHWORKS! Restaurant Nutrition Awareness Campaign is provided to all North East restaurant establishments. The purpose of the program is to acquaint the owners/managers with identifying and offering low salt, low fat, and high fiber choices to their patrons.

The provided information has been established to evaluate healthful restaurant menu items. Reviewed menu items meeting the set HEALTHWORKS! criteria shall be approved to participate in the Restaurant Nutrition Awareness Campaign. The following information shall serve as a guideline. The final approval of a menu item shall be at the discretion of a registered dietitian.

### **Primary Objectives**

1. Menu items containing less than 30 percent fat will be identified.
2. Fats and oils used must meet the unsaturated: saturated ratio of two.
3. Cholesterol limitation of menu items of less than 150 mg.
4. Sodium content less than 800 mg. per menu item.
5. High fiber foods incorporated when possible.

## Guidelines For Sodium Restriction

Goal: Reduce sodium content of menu items when possible.

- ⌘ Eliminate or reduce amount of salt used in cooking (may completely eliminate except in recipes containing yeast).
- ⌘ Incorporate fresh ingredients when possible.
- ⌘ Eliminate high-sodium ingredients (cured and smoked foods; cold cuts; hot dogs; sausages; canned and/or pickled foods; and salted crackers, snacks, and nuts).
- ⌘ Use of low sodium or unsalted ingredients.
- ⌘ Do not add salt to boiling water when cooking pastas, vegetables, and cereals.

**Increasing Dietary Fiber**

Goal: Fiber content of the diet should include high fiber sources when possible.

**High Fiber Foods**

Whole grains  
Whole, unpeeled fruits and vegetables  
Dried beans  
Nuts and seeds  
Sugars  
Fats and oils

**Low Fiber Foods**

Refined grains  
Dairy foods  
Fruit and vegetable juices  
Meats, fish, poultry

**Fiber Content of Foods**

<i>Food</i>	<i>Amount</i>	<i>Grams of Fiber</i>
<b>High-Fiber Foods 5-10 grams/serving</b>		
<b><i>Fruit</i></b>		
Apricots, dried	10 halves	8.4
Blackberries	1/2 cup	5.8
Prunes, dried	5	6.7
Prunes, stewed	1/2 cup	8.6
Raisins	1/2 cup	5.6
<b><i>Vegetables</i></b>		
Baked beans, canned	1/2 cup	9.1
Broccoli, cooked	1 small stalk	5.7
Peas, canned, cooked	1/2 cup	5.4
Spinach, cooked	1/2 cup	5.7
<b><i>Breads, Cereals, Grams</i></b>		
All-Bran	1/3 cup	9
100% Bran	1/2 cup	9.8
Bran Buds	1/2 cup	7.9
Cracklin' Bran	1/4 cup	6.9
Unprocessed bran	1/2 cup	13.2
Whole-wheat flour	1/2 cup	6.4
<b><i>Nuts, Beans</i></b>		
Almonds	1/4 cup	5.6
Chick-peas (garbanzo beans)	1/2 cup	6.0
Dried split peas	1/2 cup	5.1
<b>Moderate-Fiber Foods 1-5 grams/serving</b>		
<b><i>Fruit</i></b>		
Apple	1 medium	3.0
Applesauce	1/2 cup	1.4
Apricots, fresh	3 medium	1.4
Banana	16"	1.6
Blueberries	1/2 cup	2.2
Cranberries	1/2 cup	1.4
Currants	1/2 cup	3.0
Dates	5 medium	2.1
Figs	4 medium	3.6
Guava, canned	1/2 cup	3.0
Nectarine	1 medium	3.0
Orange	1 medium	3.2
Pear	1 medium	4.1
Raspberries	1/2 cup	2.9
Rhubarb, stewed	1/2 cup	2.6
Strawberries	1/2 cup	1.4



<i>Food</i>	<i>Amount</i>	<i>Grams of Fiber</i>
<b><i>Vegetables</i></b>		
Avocado	1/2	2.7
Bean sprouts	1/4 cup	1.0
Beets, cooked	1/2 cup	2.1
Brussels sprouts, cooked	1/2 cup	2.3
Cabbage, cooked	1/2 cup	2.4
raw	1/2 cup	1.5
Carrots, cooked	1/2 cup	2.3
raw	7 1/2" pieces	2.3
Cauliflower, cooked	1/2 cup	1.1
raw	1/2 cup	1.0
Corn, canned	1/2 cup	4.7
Eggplant, raw	1/2 cup	1.3
Green pepper	13-inch	1.5
Leeks, cooked	1/4 cup	1.0
Lettuce	1 cup	1.0
Lima beans	1/2 cup	4.3
Olives	5 small	1.0
Onion, cooked	1/2 cup	1.4
Parsnip, cooked	1/2 cup	2.0
Potato, baked, no skin	1 medium	3.1
chips	1 ounce	3.3
french fries	10 3 inch pieces	1.6
Sweet potato, cooked, no skin	1 medium	3.5
Tomato, raw	1 medium	3.0
canned, drained	1/2 cup	1.1
Turnip, cooked	1/2 cup	1.7
Wax beans	1/2 cup	2.0
Yams, cooked	1/2 cup	3.9
<b><i>Breads, Cereals, Grains</i></b>		
Barley, pearl	2 tablespoons	1.6
Bran Chex	2/3 cup	4.6
Bran flakes	3/4 cup	4.0
<b>Bread</b>		
crisp bread, rye	2 crackers	1.5
pumpnickel	1 slice	1.1
rye	1 slice	1.2
Syrian, flat	1 5 inch loaf	1.1
whole wheat	1 slice	2.0
Corn Bran	2/3 cup	4.5
Grape-Nuts	1/4 cup	1.3
Oatmeal, raw	1/2 cup	2.3
cooked	1/2 cup	1.1
Shredded wheat	1 large biscuit	2.2
Wheaties	1/2 cup	1.0
White Flour	1/2 cup	2.0
<b><i>Nuts and Beans</i></b>		
Chestnuts	1/4 cup	2.7
Coconut, shredded dried	2 tablespoon	3.8
Hazelnuts	1/4 cup	2.1
Kidney or navy beans	1/2 cup	4.3
Lentils	1/2 cup	3.7
Mung beans	1/2 cup	4.0
Peanuts	1/4 cup	2.9
Peanut butter, smooth	1 tablespoon	1.2
Walnuts	1/4 cup	1.3
<b><i>Miscellaneous</i></b>		
Fruitcake	13" slice	1.4
Fruit pie (apple, apricot, blackberry)	1/6 of 9-inch pie	4.2
Mince pie	1/6 of 9-inch pie	4.6

## Guidelines for Fat Modification

Goal: Decrease the total fat and cholesterol content while using more unsaturated and less saturated products.

Ingredients and Foods	Acceptable
<b>Beef, Lamb, Pork</b>	Minimum amount of marbling: loin, round, flank, shoulder, leg Water packed canned 6 - 8 oz. patron size
<b>Poultry</b>	Use of light meat of chicken or turkey and remove skin and visible fat before cooking
<b>Fish</b>	All types
<b>Dry Beans and Peas</b>	Kidney beans, lima beans, vegetarian style baked beans, pinto beans, lentils, chick peas, split peas, navy beans
<b>Meat Substitutes</b>	Soybean curd (tofu), peanut butter (separated oils), cholesterol-free egg substitutes
<b>Dairy Products</b>	Low fat milk, skim milk, evaporated skim milk, yogurt, buttermilk Skim milk cheeses (dry curd, lowfat cottage cheese, farmer's cheese, and pot cheese), partial skim milk cheese (skim milk ricotta and mozzarella)
<b>Eggs</b>	Use of egg whites; cholesterol free egg substitutes
<b>Fruits and Vegetables</b>	Fresh, frozen, canned, or dried (exclude avocado, coconut, creamed vegetables, or vegetables topped with cheese or other high-fat sauces/salad dressings).
<b>Breads, Cereals, and Baked Goods</b>	Made with a minimum of saturated fat: whole wheat, enriched white, french, italian, oatmeal, rye, pumpernickel, english muffins, pita Pasta, cereal, rice, melba toast, water crackers, matzos, unsalted pretzels, popcorn (unsalted oil), water bagels
<b>Beverages</b>	Fruit juice and drinks

**Ingredients and Foods****Acceptable****Dessert, Snacks, and Condiments**

Fresh fruit and fruit canned without sugar, cocoa and carob powder, sherbet, gelatin, fruit whip, angel food cake, vinegar, mustard, herbs, and spices

**Fats, Oils, Dressings**

Vegetable oils, margarines incorporating liquid oils as primary ingredient (vegetable source).  
Salad dressings using oil and vinegar blends from unsaturated oils  
Use of low-calorie sauce and dressing bases (i.e., vinegar, mustard, tomato juice, fat-free bouillon)

Type of oil or fat	Percent polyunsaturated fat	Percent saturated fat
Safflower oil	74%	9%
Sunflower oil	64%	10%
Corn oil	58%	13%
Mayonnaise-type salad dressing	53%	14%
Italian dressing	58%	14%
Mayonnaise	52%	15%
Thousand Island dressing	55%	16%
Blue cheese dressing	54%	19%
French dressing	53%	23%
Average vegetable oil (soybean plus cotton seed )	40%	13%
Margarine - soft (tub)	42%	16%
hard (stick)	32%	18%
Peanut oil	30%	19%
Chicken fat (schmaltz)	26%	29%
Average vegetable shortening	20%	32%
Lard	12%	40%
Olive oil	9%	14%
Beef fat	4%	48%
Butter	4%	61%
Palm Oil	2%	81%
Coconut oil	2%	86%

Adapted from: "Facts About Blood Cholesterol," U.S. Department of Health and Human Services, Public Health Service. National Institutes of Health Publication No. 85—2696.  
*Food 3, Eating the Moderate Fat and Cholesterol Way.* Chicago, IL: The American Dietetic Association. 1982.



## Preparation Methods

---

**Bake, broil, poach  
smoke, roast, boiling**

Use a rack so that fat drips to the bottom of the pan and the meats remain suspended above.

**Microwave**

**Saute**

Use a nonstick skillet with nonfat spray. A nonfat liquid (i.e., broth) may be used instead of fat to simulate a saute method.

**Steam**

Best for vegetables, no fat required.

**Stir-Fry**

### ***Other Preparation Techniques:***

- ☆ Trim all visible fat prior to cooking
- ☆ Remove skin and visible fat from poultry prior to cooking
- ☆ De-fat broth, soups, and stews
- ☆ Use wines in cooking for added flavor

## HEALTHWORKS! GOOD FOOD FOR YOU!

*Nutrition Awareness*

*Approval Form*

Name of Establishment: \_\_\_\_\_

Date of Approval: \_\_\_\_\_

The following products have been approved for use in the "HEALTHWORKS! Good Food For You" Nutrition Awareness Campaign. These items may be identified using the HEALTHWORKS! logo (\*) and/or stating them as "HEALTHWORKS! Good Food For You".

NOTE: The items approved will be marked using a menu insert labeled "HEALTHWORKS! Good Food For You".

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understand the above items may be identified as HEALTHWORKS! Good Food For You. Additional items may not be incorporated unless approved by HEALTHWORKS!

---

*Participant*

---

*Date*

**HEALTH  
WORKS!**

**GOOD FOOD**  
*for you!*





## REFERENCES

A Nutrition Guide for the Restaurateur;  
National Restaurant Association; 1986.

U.S. Department of Health and Human Services.

Massachusetts General Hospital;  
Diet Reference Manual Second Edition; 1984.

American Heart Association



**HEALTHWORKS!**  
**Restaurant Nutrition Campaign**  
**APPENDIX D**

Customer Survey





## **HEALTHWORKS! GOOD FOOD FOR YOU**

This facility along with HEALTHWORKS! is now providing healthier menu selections for those who are making a conscious effort toward a healthier lifestyle. Menu selections low in calories, fat, sodium, and high in fiber are identified by the HEALTHWORKS! Dietitian and then offered to you.

For more information, ask your waiter/waitress, or look for the HEALTHWORKS! symbol (\*) next to the menu items.

In order to provide the best possible service, please open this flyer and complete the HEALTHWORKS! questionnaire.

## HEALTHWORKS! Good Food For You Restaurant Survey

1. How often do you eat at this restaurant?

- |                          |                      |
|--------------------------|----------------------|
| A. More Than Once a Week | B. About Once a Week |
| C. About Once a Month    | D. First Visit       |

2. Today, I came here for:

- |              |          |
|--------------|----------|
| A. Breakfast | B. Lunch |
| C. Dinner    | D. Snack |

3. When I eat out I try to order foods that are:

	<i>Always</i>	<i>Sometimes</i>	<i>Seldom</i>	<i>Never</i>
Cooked without salt	_____	_____	_____	_____
Made with low sodium ingredients	_____	_____	_____	_____
Lower in fat and cholesterol	_____	_____	_____	_____
Calorie controlled	_____	_____	_____	_____
Good fiber sources	_____	_____	_____	_____
Available in various portion sizes	_____	_____	_____	_____
Made with fresh ingredients	_____	_____	_____	_____

4. Have you ever been to a restaurant that offers healthier menu items?

- A. Yes      B. No

5. Were our healthy menu selections provided in an understandable, clear method?

- A. Yes      B. No

6. How often do you make an effort to order healthier menu selections?

- A. Always      B. Sometimes      C. Seldom      D. Never

7. Did your healthier menu selection meet your expectations?

- A. Yes      B. No

Comments \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





# **Guide For Conducting Community Nutrition Programs**

## **Section Five:**

*Good Food For You*  
**Supermarket Program**



<b>Introduction</b>	<p>This section of the HEALTHWORKS! Community Nutrition Manual was designed to provide guidance in planning and conducting nutrition awareness activities in a community supermarket.</p> <p>This portion of the manual can be used by agencies/organizations such as the local health department, hospitals, supermarket management, voluntary agencies, and/or Chamber of Commerce. Registered dietitians, nutritionists, or other nutrition professionals should be involved.</p>
<b>Purpose</b>	<p>The HEALTHWORKS! <i>Good Food For You</i> program was developed to increase the community awareness of foods that may reduce risk for heart disease and cancer, and to offer education to influence consumer choices at the “point-of-purchase”.</p>
<b>Description</b>	<p>The HEALTHWORKS! <i>Good Food For You</i> program was implemented over a sixteen-week period. The Giant Foods, Inc. “Eat For Health” program was used as a primary reference. The program, designed to provide educational information, emphasized the following themes - label reading; weight control; sodium, fiber, fat, and cholesterol content; and eating a variety of foods in moderation.</p> <p><b>Program Summary</b> - The <i>Good Food For You</i> program was conducted for area residents through cooperation of the staff at the main supermarket in North East, Pennsylvania. Food items were selected based on nutrient content which met the established nutritional criteria (Appendix A) - foods low in sodium, low in fat, low in cholesterol, and high in fiber were identified. Shelf markers were developed and placed by each product meeting the criteria (sample shelf marker in Appendix A). Frequent follow-up visits were made by the project dietitian to review additional items and replace missing markers.</p> <p>Educational materials provided for distribution included grocery bag flyers (Appendix C), bi-monthly fact sheets, an in-store literature rack, and nutritional messages within the local newspaper store advertisements (Appendix F). Pamphlets containing information on the respective nutrition theme were provided along with an <b>Eaters' Almanac</b> (Appendix E), a condensed source of information regarding the selected topics. Store tours were provided to education participants on label reading and food selection (Appendix H).</p> <p><b>Benefits, Outcomes, Results</b> - A pre- and post-evaluation survey were developed (Appendix B) to assess participants knowledge of nutrition at point of purchase.</p> <p>A total of 110 individuals were contacted for the post-survey, thirty-two percent (32%) indicated a positive response to familiarity with the marker program. Data from these respondents indicated that shelf markers had a positive influence on their product selections and seventy-five percent (75%) indicated they read the nutritional messages</p>



included in the newspaper advertisements. When asked to identify beneficial components of the program, the respondents indicated a preference for the shelf markers and weekly ads.

**ADVANCE  
PLANNING**

**Scheduling** - The project dietitian was responsible for promoting, preparing, and coordinating implementation of the project with supermarket management and staff employees three months prior to implementation.

The fact sheet in Appendix A provides a task listing and suggested time table.

**Publicity** - Promotional flyers were distributed to area businesses, churches, and health care facilities announcing the program. News releases in the local newspaper and radio announcement were also included (see Appendix G).

**PROGRAM  
IMPLEMENTATION**

**One Week Prior To Starting Day** - Shelf markers were placed near products. Posters were displayed throughout the store (Appendix D).

**Starting Day** - An informational display table was set up in the store produce section to introduce customers to the shelf marker program components, conduct a pre-program survey, and conduct drawings for promotional prizes. A literature display was made available for pamphlets containing information on the respective nutritional themes that would be highlighted in the fourteen-week program, along with an **Eaters' Almanac** (Appendix E). The **Almanacs** were distributed to provide a condensed source of information regarding the topics.

**HEALTHWORKS!**  
*Good Food For You*  
**APPENDIX A**

Fact Sheet  
and  
Nutritional Guidelines





**HEALTHWORKS! GOOD FOOD FOR YOU****Shelf Marker Program****Fact Sheet****Content**

Development of shelf marker criteria by a registered dietitian for items low in salt and fat and high in fiber, planning of educational materials to be used throughout the course of the program, providing in-store nutritional tours by focusing on high fat items and label reading.

**Duration**

<i>Time</i>	<i>Dietitian Responsibility</i>	<i>Supermarket Responsibility</i>
6 weeks prior	Coordinate promotional prizes with super-market staff; Development of grocery bag fliers, posters, Eaters' Almanacs, and newspaper advertisements	Printing of shelf markers
3 weeks prior	Promotional fliers to area businesses, churches, and healthcare facilities, printing of Eaters' Almanacs; collection of literature information to be displayed	Printing of grocery bag fliers; designation of literature displays
2 weeks prior	Newspaper release; Radio announcements	
1 week prior	Placement of shelf markers and promotional posters	
Beginning Day of Program	Promotional and informational display; conduct pre-questionnaire survey; provide prize drawings	
Week 1-2	Label Reading	
Week 3-4	Weight Control	
Week 5-6	Sodium; Announcement of Store Tours and sign-up	
Week 7-8	Fiber, Store Tour	
Week 9-10	Fats; Store Tour	
Week 11-12	Cholesterol; Store Tour	
Week 13-14	Moderation and Variety	
Week 15-16	Post-questionnaire and phone survey	
Week 17-19	Program evaluation	

**Follow-Up/Maintenance**

The registered dietitian will periodically (every two weeks) visit the supermarket to identify additional foods that need to be identified, replace any markers that have been removed or fallen off, and change the literature display.

Supermarket personnel shall distribute weekly bag stuffers, print nutritional messages within the local newspaper, and print the shelf markers.

## **HEALTHWORKS! GOOD FOOD FOR YOU**

### **Shelf Marker Program Nutritional Guidelines**

It has been well documented that one's dietary intake may contribute to heart disease, obesity, diabetes, cancer, osteoporosis, etc. Reports indicating the need to decrease calories, fat, cholesterol or increase fiber and calcium bombard us daily from radio, newspapers, television and magazines. Often, the results are a confused listener and a frustrated consumer. Now HEALTHWORKS! along with Paul's Loblaws has developed a program to better educate the consumer about applying nutritional concerns into everyday life. **HEALTHWORKS! Good Food For You** are labels placed within the store to indicate what we feel are good nutritional choices.

The program utilizes the U.S. Department of Agriculture, Nutrition and Your Health Dietary Guidelines:

- 1) Eat a variety of foods
- 2) Maintain desirable weight
- 3) Avoid too much fat, saturated fat, and cholesterol
- 4) Eat foods with adequate starch and fiber
- 5) Avoid too much sugar
- 6) Avoid too much sodium
- 7) If you drink alcoholic beverages, do so in moderation

The objective of this program is to make the consumer better aware of the products they are choosing. Throughout the summer months, activities, publications and the shelf markers will be made available to the consumer. All the information has been designed to promote proper nutrition and help the consumer become a food label reader.

### **HEALTHWORKS! Good Food For You Why Products are Chosen**

In order for products to be included in the HEALTHWORKS! program, they must meet the following requirements:

#### **Food Group Guidelines**

##### ***Vegetables (fresh, canned, frozen)***

- Includes all fresh
- Sodium content less than 140 mg. per serving

##### **\* If used with sauces or butter**

- Contains less than 2 grams of fat per serving (no coconut oil or palm oil used)
- Contains less than 30 mg. of cholesterol per serving

##### ***Fruits (fresh, juice, frozen)***

- 100% pure juice
- Canned in water or own juice
- Sodium content less than 140 mg. per serving

##### ***Dairy Products***

- Less than 30% of total calories from fat
- Less than 30 mg. cholesterol per serving
- Less than 140 mg. sodium per serving

***Meats, Poultry and Seafood***

- Poultry containing less than 4% fat per serving
- Meats containing less than 18% fat per pound
- Cholesterol less than 90 mg. per serving
- Canned seafood less than 500 mg. sodium per serving

**\* Deli and luncheon meats**

- Less than 140 mg. sodium per serving
- Less than 30 mg. cholesterol per serving
- Less than 30% of total calories from fat

***Starches*****Beans and Nuts**

- All dried beans
- Peanut Butter products with separated oils - All nuts except cashew, macadamia or pistachio

**Breads**

- Breads made with whole wheat grains

**Pasta (*includes dinners*)**

- Less than 140 mg. sodium per serving
- Less than 30 mg. cholesterol per serving
- Less than 2 grams fat per serving

**Cereal**

- Contains less than 2 grams of fat per serving
- Contains less than 5 grams of sugar per serving
- Contains greater than 5 grams of fiber per serving

***Fats and Oils***

- Saturated: Unsaturated ratio of 1:2
- Exclude hydrogenated and animal products
- Contains no palm oil or coconut oil

**Points to Remember**

Moderation, Variety, and Balance are the key elements to a nutritional diet. It is important to eat the appropriate amounts from a wide selection of nutritional products. No one food is perfect and it takes **variety** to ensure you are getting all your recommended daily nutrients.

Remember to read the labels and try to determine why a certain product have been tagged **HEALTHWORKS! Good Food For You**. Soon you will understand how to incorporate good nutrition into everyday lifestyle.



## **REFERENCES**

The National Heart, Lung, and Blood Institute

The American Heart Association

Eat for Health:  
A Cooperative Program of Giant Foods Inc. and  
the National Cancer Institute

Allegheny County Health Department





**HEALTHWORKS!**  
**Risk Reduction Project 1989**



**HEALTHWORKS!**  
**Good Food For You**  
**APPENDIX B**

Pre- & Post-Questionnaire





**HEALTHWORKS! GOOD FOOD FOR YOU****Health Risk Reduction Project****Shelf Marker Program****Pre-Questionnaire**

Date: \_\_\_\_\_

Please circle the response that best answers the question.

1. How long have you been shopping at Paul's Loblaws?  
A. Two months or longer      B. Less than two months
2. Have you read any of the information in the HEALTHWORKS! *GOOD FOOD FOR YOU* program available at Paul's Loblaws?  
A. Yes      B. No      C. Don't Know
3. How did you hear about the HEALTHWORKS! Shelf-Marker Program?  
A. Newspaper      B. Store Display      C. Radio      D. None
4. Which of these two foods do you think are lower in saturated fat and cholesterol?  
A. Sherbet      B. Ice Cream      C. Don't Know  
A. Round Steak      B. Sirloin Steak      C. Don't Know  
A. Bologna      B. Boiled Ham      C. Don't Know
5. Choosing more unsaturated fats may \_\_\_\_\_ cholesterol levels.  
A. Raise      B. Lower      C. Don't Know
6. Reducing one's total fat intake to \_\_\_\_\_ of total calories may help lower cholesterol.  
A. 90%      B. 45%      C. Don't Know
7. Cholesterol is found **only** in \_\_\_\_\_ products.  
A. Vegetable      B. Animal      C. Don't Know
8. Products such as \_\_\_\_\_ are highly saturated and should be limited.  
A. Olive Oil      B. Coconut and Palm Oil      C. Don't Know
9. The suggested daily amount of one's sodium intake should be less than \_\_\_\_\_ ?  
A. 3,300 mg.      B. 1,000 mg.      C. Don't Know
10. Variety and \_\_\_\_\_ are the key elements to a good diet.  
A. Spices      B. Moderation      C. Don't Know
11. One's cholesterol intake should not exceed \_\_\_\_\_ a day.  
A. 450 mg.      B. 300 mg.      C. Don't Know

Thank you for your participation in this program.

If you have any questions or concerns, please contact Jennifer Morgan, Dietitian, at 825-8738.

## HEALTHWORKS! GOOD FOOD FOR YOU

### Health Risk Reduction Project

### Shelf Marker Program

### Post-Questionnaire Phone Survey

Number Surveyed: \_\_\_\_\_

1. Are you familiar with the "HEALTHWORKS! *Good Food For You*" program offered during the summer at Paul's Loblaws?  
A. Yes      B. No
2. Did the shelf marker signs influence any of the products you purchased?  
A. Yes      B. No
3. Did you read any of the "HEALTHWORKS! *Good Food For You*" messages in the Paul's Loblaws advertisement?  
A. Yes      B. No
4. What did you like best in the program?  
A. Weekly newspaper ads      B. Weekly Bag stuffers  
C. Supermarket shelf signs      D. None
5. Choosing more unsaturated fats may \_\_\_\_ cholesterol levels.  
A. Raise      B. Lower      C. Don't Know
6. Reducing one's total fat intake to \_\_\_\_ of total calories may help lower cholesterol.  
A. 30%      B. 45%      C. Don't Know
7. Cholesterol is found **only** in \_\_\_\_ products.  
A. Vegetable      B. Animal      C. Don't Know
8. Products such as \_\_\_\_ are highly saturated and should be limited.  
A. Olive Oil      B. Coconut and Palm Oil      C. Don't Know
9. The suggested daily amount of one's sodium intake should be less than \_\_\_\_?  
A. 3,300 mg.      B. 1, 000 mg.      C. Don't Know
10. One's cholesterol intake should not exceed \_\_\_\_ a day.  
A. 450 mg.      B. 300 mg.      C. Don't Know

Thank you for your participation in this program.

If you have any questions or concerns, please contact Jennifer Morgan, Dietitian, at 825-8738.

**HEALTHWORKS!**

*Good Food For You*

**APPENDIX C**

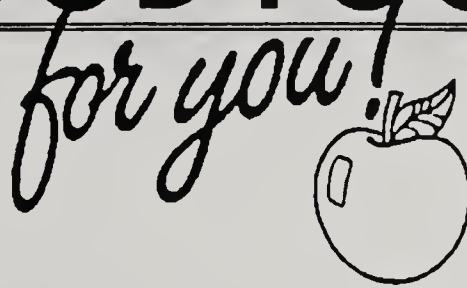
Grocery Bag Stuffers







**GOOD FOOD**



**Announcement**

PAUL'S LOBLAWS and  
HEALTHWORKS! Present:



Foods marked HEALTHWORKS! *GOOD FOOD FOR YOU* have met the nutritional requirements as determined by Jennifer Morgan, HEALTHWORKS! Dietitian.

So LOOK for the HEALTHWORKS! sign for HEALTHY foods to use in your diet plan.

**COMING THIS SUMMER**

- |                      |                       |
|----------------------|-----------------------|
| *Store tours         | *Recipes              |
| *Product sampling    | *Helpful information  |
| *Video presentations | *Food record analysis |

**FOR MORE INFORMATION CALL 825-8738**

**HEALTH RISK REDUCTION PROJECT**

Erie County Department of Health

Weekly Grocery  
Bag Stuffers



**GOOD FOOD**

*for you!*



## **LABEL READING**

Label reading must play a key role in nutritional awareness. The consumer must have the "know how" to decide whether a product should be used within their diet.

HERE ARE A FEW GUIDELINES TO LOOK FOR WITHIN A PRODUCT'S INGREDIENTS

**Breads** - made with whole-wheat, corn, rye, and/or oat flour

**Cereals** - made with whole grain products: no coconut oil or palm oils.

**Fruits** - fresh, frozen, canned in water or own juice; no sulfites or sulfur dioxides used

**Vegetables** - raw fresh or frozen products; canned with less than 140 mg. of sodium per serving

**Fish/Poultry** - fresh, frozen, or canned in water

**Meats** - fresh meats lean and well trimmed; 30% or less calories from fat

**Dairy Products** - less than 1% milk fat; products made with skim milk

**Fat/Oils** - twice as much unsaturated fats than saturated fats; no palm oils or coconut oils used

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*FOR MORE INFORMATION PICK UP AN EATERS' ALMANAC AT  
THE HEALTHWORKS GOOD FOOD FOR YOU DISPLAY*

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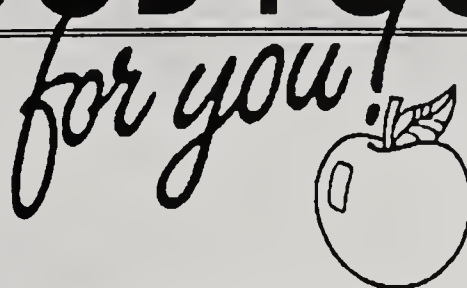
### **HEALTH RISK REDUCTION PROJECT**

Erie County Department of Health

# HEALTH WORKS!



# GOOD FOOD



## LABEL READING

Read all food ingredient labels to better understand their nutritional value. Look for similar ingredients that you would use in a recipe.

### A NOTE ABOUT PRE-SWEETENED BREAKFAST CEREALS

— Look for sugar on the ingredient label of all cereals. (A few pre-sweetened cereals contain more than 50% sugar.) Food labels list ingredients in order by weight. The item in the greatest amount is listed first; the item in the least amount is listed last.

— Consider a cereal without added sugar such as oatmeal, cream of wheat, shredded wheat, or puffed rice with fresh fruits or fruits canned in juices. Remember: adding a few teaspoons of sugar to a regular cereal can often boost the sugar content to that of a pre-sweetened cereal.

### CUTTING DOWN SUGAR: ADD A LITTLE SPICE

Sugar in foods can provide flavor and texture, hold moisture, and help yeast to grow, so breads rise. But you can bake with less sugar and still please your tastes!

\* Experiment by cutting back on sugar in custards, puddings, toppings, muffins, and cookies. Cut back slowly with high rising cakes and yeast breads; they need sugar for texture and height.

\* Use these spices and flavorings to give your foods interest - cinnamon, cardamon, ginger, clove, allspice, pumpkin pie spice, vanilla, almond, or peppermint. (Some of these spices and flavorings do contain small amounts of added sugar, but it won't equal the sugar they replace.)

\* Try a drop or two of vanilla in your coffee.

*FOR MORE INFORMATION ON LABEL READING,  
PICK UP AN EATERS' ALMANAC AT THE  
HEALTHWORKS! GOOD FOOD FOR YOU DISPLAY*

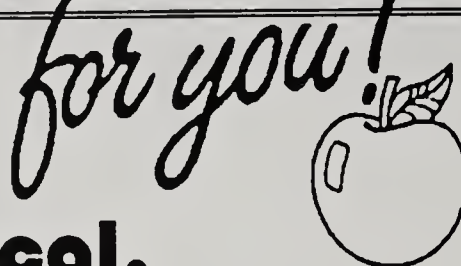
## HEALTH RISK REDUCTION PROJECT

Erie County Department of Health



# HEALTH WORKS!

# GOOD FOOD



**a low-cal.**

**low fat**

## FOOD GUIDE

If you've decided to reduce the amount of saturated fats, cholesterol, and calories in your food, here are some suggestions:

### FOODS TO TRY MORE OFTEN:

1. **FISH & POULTRY** (without skin) - They're low in saturated fats, so try substituting them more often for meat.
2. **LEAN CUTS OF MEAT** - When you do eat red meat, choose lean cuts and trim visible fat. Broiling, boiling, roasting, or stewing meats help remove fat, too.
3. **LOW FAT DAIRY PRODUCTS** - Skim milk, low fat milk, and nonfat dry milk offer a triple treat - less saturated fats, cholesterol, and calories.
4. **FRUITS & VEGETABLES** - They contain very little fat and no cholesterol! Easy to prepare, fruits and vegetables add variety in color, texture, and flavor to any meal.
5. **GRAINS & STARCHY FOODS** - Foods like enriched or wholegrain breads, noodles, cereals, and potatoes are nutritious low fat foods. They give you important vitamins, minerals, and fiber as well help stretch your protein dollar. Go lightly on high calorie or high fat "extras" like butter & sour cream.
6. **OILS & MARGARINES HIGH IN UNSATURATED FATS** - Unsaturated fats are high in liquid vegetable oils — such as safflower, sunflower, corn, soybean, sesame seed, and cottonseed oils. Margarines that have twice as much unsaturated as saturated fats are also good sources of unsaturates. Go easy on all fats. Their calories add up quickly.

### FOODS TO EAT LESS OFTEN:

7. **FATTY MEATS & ORGAN MEATS** - Saturated fats are high in fatty grades and cuts of beef, pork, ham, lamb, and many luncheon and variety meats. Organ meats like brain, kidney, and liver are high in cholesterol.
8. **HIGH FAT DAIRY PRODUCTS** - Butter, cream, ice cream, whole milk, and cheese are high in saturated fats. Egg yolks are particularly high in cholesterol.
9. **FATS & OILS HIGH IN SATURATED FATS** - Coconut and palm oil (used in many baked goods), many solid and hydrogenated vegetable shortenings — such as butter, beef fat, and lard — are particularly high in saturated fats.

\* hydrogenized hydrogen is added to unsaturated liquid vegetable oils generally to harden the fat. This may saturate the fat, but only the product's label or manufacturer can tell you the amount of unsaturated and saturated fats.

*FOR MORE INFORMATION ON CALORIES AND DIET CONTROL PICK UP AN EATERS' ALMANAC AT THE HEALTHWORKS! GOOD FOOD FOR YOU DISPLAY*



# HEALTH WORKS!

## GOOD FOOD *for you!*



Here are a few LOW CALORIE recipe suggestions. Remember moderation should apply in any weight control program. Use these recipes as a special nutritional treat for all family members!

FOR MORE INFORMATION ON CALORIE COUNTING, PICK UP AN EATERS' ALMANAC AT THE HEALTHWORKS! GOOD FOOD FOR YOU DISPLAY



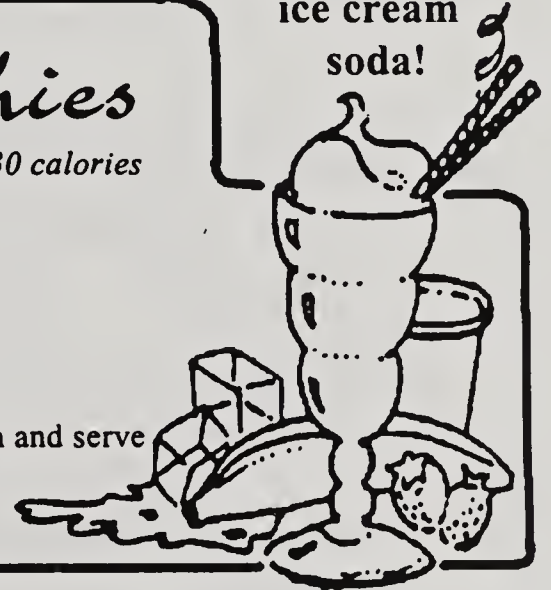
### Smoothies

*Makes 3 medium servings at 130 calories per serving.*

- 1 C. plain low fat yogurt
- 1 c. pineapple juice
- 5 strawberries
- 1 banana
- 3 ice cubes

Puree in a blender until smooth and serve in frosty glasses.

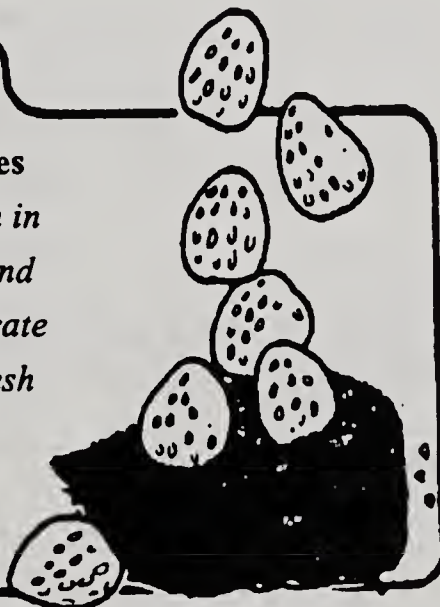
As good as an  
ice cream  
soda!



### ANGEL FOOD

#### Cake With Fresh Strawberries

*Although angel food is high in sugar, it's also lower in fats, and calories. Just serve it in moderate portions topped with lots of fresh strawberries.*



**HEALTH  
WORKS!**



**GOOD FOOD**  
*for you!*



## **SODIUM**

The National Research Council reports an adequate amount of sodium in the diet is about 1,100 - 3,300 mg. a day. The average American diet usually contains TWICE as much. A diet high in sodium contributes to water retention, bloating, and may aggravate high blood pressure.

### **WAYS TO HELP CUT DOWN ON YOUR SODIUM INTAKE**

1. Remove the salt shaker from your table and substitute it with herbs and spices.
2. Limit your intake of products listing the word sodium, salt, soda, or soy sauce, listed in the ingredients.
3. Try not to add salt or salt products when cooking. (One teaspoon of salt contains 2000 mg. of sodium)
4. Look for products labeled 75% less sodium or contain less than 140 mg. of sodium per serving.
5. Limit your intake of cured, canned, or convenience foods.

\* Check with your physician before using any salt substitutes products

*FOR MORE INFORMATION ON SODIUM, PICK UP AN EATERS' ALMANAC AT THE  
HEALTHWORKS! GOOD FOOD FOR YOU DISPLAY*

5/89




# HEALTH WORKS!



# GOOD FOOD

*for you!*



TRY THESE

## Snacks

LOWER IN SODIUM

### FRUIT-VEGETABLE DIP

*(Approximately 4 calories per tsp.)*

- 1/2 C. No salt added, cottage cheese
- 1 1/2 T. crushed pineapple (packed in its own juice)
- 1 tsp. finely chopped green pepper
- 1/2 tsp. lemon juice
- 1 tsp. marjoram

*Blend cottage cheese in blender, or mash with fork until fairly smooth. Add remaining ingredients and blend well. Serve with vegetables and for/or fruit.*

### SPICY TACO DIP

*(Approximately 4 calories per tsp.)*

- 1 C. plain, low-fat yogurt
- 3 T. tomato paste (check label, it must say if salt is added)
- 1/2 to 1 tsp. dry mustard (to taste)
- 1 tsp. chili powder
- 1 tsp. chopped onion

*Combine yogurt and tomato paste and blend well. Mix in remaining ingredients. Refrigerate for a few hours, if possible. Serve with taco chips or vegetables.*

### TACO CHIPS

*(Approximately 3 calories per chip)*

- 1 package fresh or frozen (thawed) tortillas
- garlic powder
- onion powder
- chili powder

*Cut each tortilla into eight pie-shaped pieces. Sprinkle with seasonings (or leave plain for corn chips),*

*Bake on cookie sheet at 400°F for 5 minutes on each side. If desired, add more seasonings when you turn the Chips.*

FOR MORE INFORMATION  
ON SODIUM, PICK UP AN  
EATERS ALMANAC AT  
THE HEALTHWORKS!:  
GOOD FOOD FOR YOU  
DISPLAY.

5/89



### **Facts on Fiber**

- \* Dietary fiber is the parts of plants that humans can't digest.
- \* There are several types of fiber, such as cellulose, pectin, lignin, and gums. Plants differ in the types and amounts of fiber they contain.
- \* Different types of fiber function differently in the body. It is important to eat a variety of plant foods to benefit from effects of different kinds of fiber.
- \* Some types of fiber have a laxative effect, producing softer, bulkier stools and more rapid movement of wastes through the intestine. Fiber is helpful in preventing and treating constipation and diverticular disease.
- \* The possible benefits of dietary fiber for colon cancer, heart disease, diabetes, and obesity are being studied. Whether such benefits exist is not yet known.
- \* It is not clear exactly how much and what types of fiber we need in our diets daily. However, for most Americans, a moderate increase in dietary fiber by eating more fiber-containing foods is recommended.
- \* There is no reason to take fiber supplements or to add fiber to foods that do not already contain it.

### ***Some foods for FIBER:***

---

**Whole-grain breads**

**Whole-grain breakfast cereals**

**Whole-wheat pasta**

**Vegetables, especially with edible skins, stems, seeds**

**Dry beans and peas**

**Whole fruits, especially with edible skins or seeds**

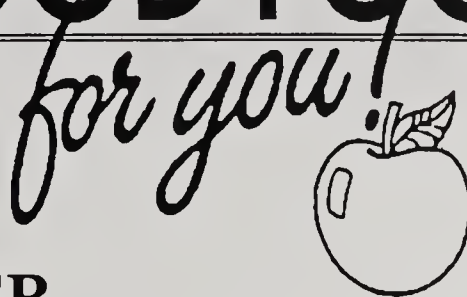
**Nuts and seeds**

***FOR MORE INFORMATION ON FIBER, PICK UP AN EATERS' ALMANAC AT THE HEALTHWORKS! GOOD FOOD FOR YOU DISPLAY***





# GOOD FOOD



## FIBER

*Try these nutritional recipes to add a little extra fiber to your diet!*

### WHOLE WHEAT-RYE CRACKERS

*makes 200 1" square crackers at 8 calories per cracker*

*Total Recipe Calories 1600*

- 1 1/2 C. whole wheat flour
- 1/4 C. rye flour
- 1/4 C. sesame seeds
- 1/3 C. high polyunsaturated oil
- 1/4 tsp. salt
- 1/2 C. water (as needed)

*Mix flours, seeds, and salt together; add oil and blend well. Add enough water to make a soft dough. Form dough into a ball; then roll it to 1/8" thick on an oiled baking sheet (or between two sheets of wax paper). Score with a knife to form rectangles or diamonds. Bake at 350° about 20-30 minutes until the crackers are crisp and golden. Break apart along score lines.*

### CHEWY OATMEAL COOKIES

*(makes about 6 dozen 1" cookies at 30 calories per cookie)*

- 3/4 C. high polyunsaturated margarine
- 1/4 C. brown sugar, packed
- 1 egg, slightly beaten
- 1 1/2 tsp. vanilla
- 1/2 C. whole wheat flour
- 3/4 tsp. baking powder
- 1/4 C. sunflower seeds toasted
- 2 C. rolled oats
- 1/2 C. raisins
- 1 C. wheat germ
- 1 T. water

*Cream together margarine and sugar. Add egg and vanilla. Beat well. Stir together remaining dry ingredients and combine with creamed mixture and water. Stir until well blended.*

*Drop by teaspoonfuls onto greased cookie sheet. Flatten slightly. Bake in preheated 375° oven 9-12 minutes.*

**FOR MORE INFORMATION ON FIBER, PICK UP AN EATERS' ALMANAC  
AT THE HEALTHWORKS! GOOD FOOD FOR YOU DISPLAY**

5/89

**HEALTH RISK REDUCTION PROJECT**  
Erie County Department of Health



## FATS

### *8 WAYS TO HELP YOUR FAMILY SAY "NO" TO FAT*

1. Trim off visible fat before you cook.
2. Broil on a rack instead of pan frying.
3. Cook stews, boiled meat and soup stock ahead of time. Refrigerate. When the fat hardens on top, remove it.
4. Baste with tomato or lemon juice instead of drippings.
5. Trim away visible fat on meat as you eat it.
6. Allow moderate portions of meat for each family member. Make the meal special with more interesting vegetable dishes and salads.

### SUBSTITUTE!

7. Try other protein foods-like fish or poultry.
8. Try a meatless meal occasionally.

*FOR MORE INFORMATION ON FATS, PICK UP AN EATERS' ALMANAC AT  
THE HEALTHWORKS! GOOD FOOD FOR YOU DISPLAY*

5/89

# HEALTH WORKS!

# GOOD FOOD

*for you!*



## YOU DECIDE

### OILS & FATS:

*It's the difference that counts*

Type of Oil or Fat	Percent unsaturated fat	Percent saturated fat
Safflower Oil	74%	9%
Sunflower Oil	64%	10%
Corn Oil	58%	13%
Average Vegetable Oil (soybean plus cottonseed)	40%	13%
Peanut Oil	30%	19%
Chicken Fat (Schmaltz)	26%	29%
Olive Oil	9%	14%
Average Vegetable Shortening	20%	32%
Lard	12%	40%
Beef Fat	4%	48%
Butter	4%	61%
Palm Oil	2%	81%
Coconut Oil	2%	86%

All fats and oils are equally *high in calories*, so see how little you can use. When you do use fats and oils, choose those HIGH IN UNSATURATED FATS — the ones at the top of the chart.

FOR MORE INFORMATION ON FATS, PICK UP AN EATERS ALMANAC AT THE HEALTHWORKS! GOOD FOOD FOR YOU DISPLAY





FATS AND CHOLESTEROL

NOT ALL FATS ARE ALIKE! Low fat and nonfat dairy products contain less saturated fats and cholesterol than the usual dairy products. Here are a few examples to help *you decide!*

	TOTAL CALORIES per 1/2 cup	% Fat by Weight
Low Fat Frozen Yogurt, vanilla	90 (10 from fat)	1%
Ice Milk	90 (25 from fat)	5%
Low Fat Frozen Yogurt, fruit flavored	105 (10 from fat)	1%
Sherbet, all flavors	135 (15 from fat)	1 1/2%
Ice Cream, vanilla	135 (65 from fat)	10%
Low Fat Frozen Yogurt with fruit preserves (parfait)	160 (10 from fat)	1%
Ice Cream Extra Rich, vanilla	175 (105 from fat)	16%
* Note: The calories from fat are relatively low in these desserts, but their sugar content helps raise the total number of calories.		

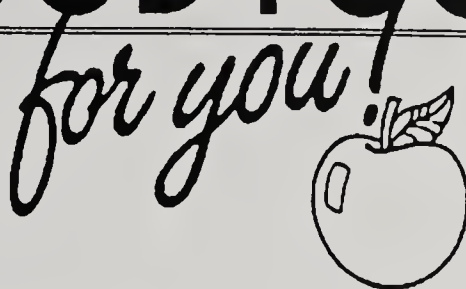
FOR MORE INFORMATION ON CHOLESTEROL, PICK UP AN EATERS' ALMANAC AT THE  
HEALTHWORKS! GOOD FOOD FOR YOU DISPLAY

5/89



# HEALTH WORKS!

## GOOD FOOD



### RECIPE IDEAS

In order to help reduce your fat and cholesterol in your diet, try these recipes! They taste great and contain less saturated fat than the regular recipes.

*FORMORE INFORMATION ON  
A HEALTHY DIET, PICK UP  
ANEATERS' ALMANAC AT THE  
HEALTHWORKS! GOOD  
FOOD FOR YOU DISPLAY.  
5/89*

#### white cake supreme

*(12 pieces at 235 calories each, without icing)*

- \* 2 1/4 sifted cake flour
- \* 1 T. baking powder
- \* 1 1/4 C. sugar
- \* 3 egg whites
- \* 1/2 C. oil
- \* 3/4 C. nonfat milk
- \* 1 tsp. vanilla or 2 tsp. grated lemon rind

**Preheat oven to 375° F.**

1. Sift flour, baking powder and 3/4 C. sugar
2. Beat egg whites until soft peaks form. Add remaining sugar and beat until stiff peaks form.
3. Make a well in dry ingredients. Add oil, 1/2 C. milk and flavoring. Beat 150 strokes (or 1 min. at medium speed). Add remaining milk. Beat again 150 strokes.
4. Mix 1/2 of egg mixture with batter. Then fold batter into remaining egg whites.
5. Turn into 2 lightly oiled (or greased with margarine) 8" layer pans
6. Bake about 30 minutes. Cool 10 minutes, and remove from pans

#### pie crust

*(2 crust pie)*

*(One sixth of pie crust at 330 calories, without filling)*

- \* 1/2 C. oil
- \* 2 C. flour
- \* 1/4 C. low fat milk, or water
- \* dash of mace or allspice

Sift flour. Measure milk and oil into the same measuring cup. Add to flour. Stir quickly until leaves the side of the bowl and forms a ball. Divide in half. Roll between waxed paper. Peel off top piece of paper and turn into pan. Peel off other piece of paper.

#### biscuits for your heart's delight

*(18 biscuits at 95 calories each)*

- \* 2 C. flour
- \* 3 tsp. baking powder
- \* 1/3 C. oil
- \* 1/4 tsp. salt
- \* 2/3 C. nonfat milk

**Preheat oven to 475° F.**

1. Sift flour, baking powder and salt.
2. Measure oil and milk into cup but don't stir. Add all at once to flour mixture.
3. Stir with fork until mixture leaves side of bowl and forms ball. Knead 10 times.
4. Roll out (1/4" thick) and cut with floured glass or biscuit cutter.
5. Bake 10-12 minutes.

**HEALTH RISK REDUCTION PROJECT**  
Erie County Department of Health



**HEALTHWORKS!**  
*Good Food For You*  
**APPENDIX D**

Posters

*(Samples included in this Appendix are approximately  
one-quarter of the size of the original posters)*





**HEALTH  
WORKS!**

**GOOD FOOD**

*for you!*



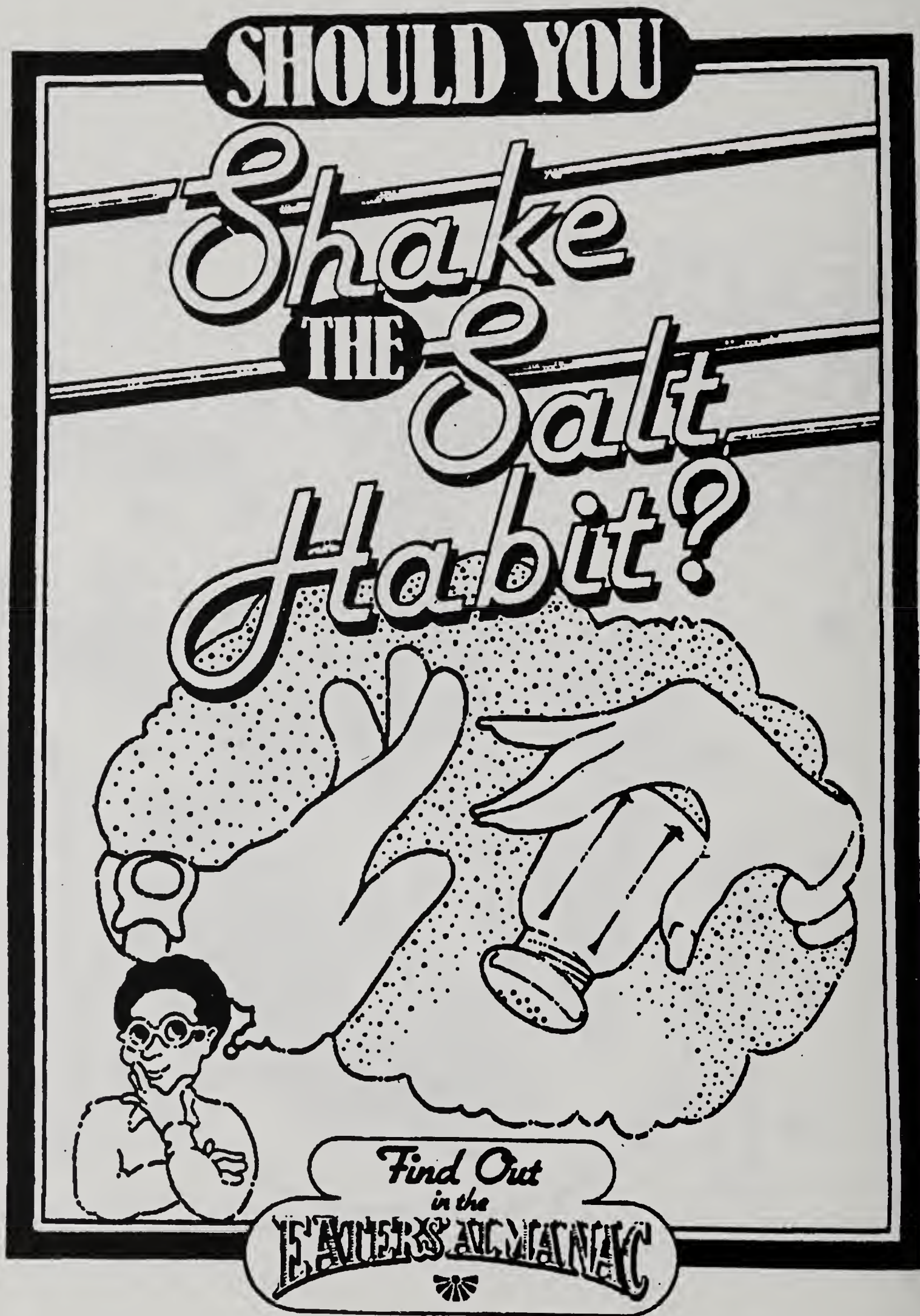
**REMEMBER YOUR**

*Heart*

**AT MEALTIME**

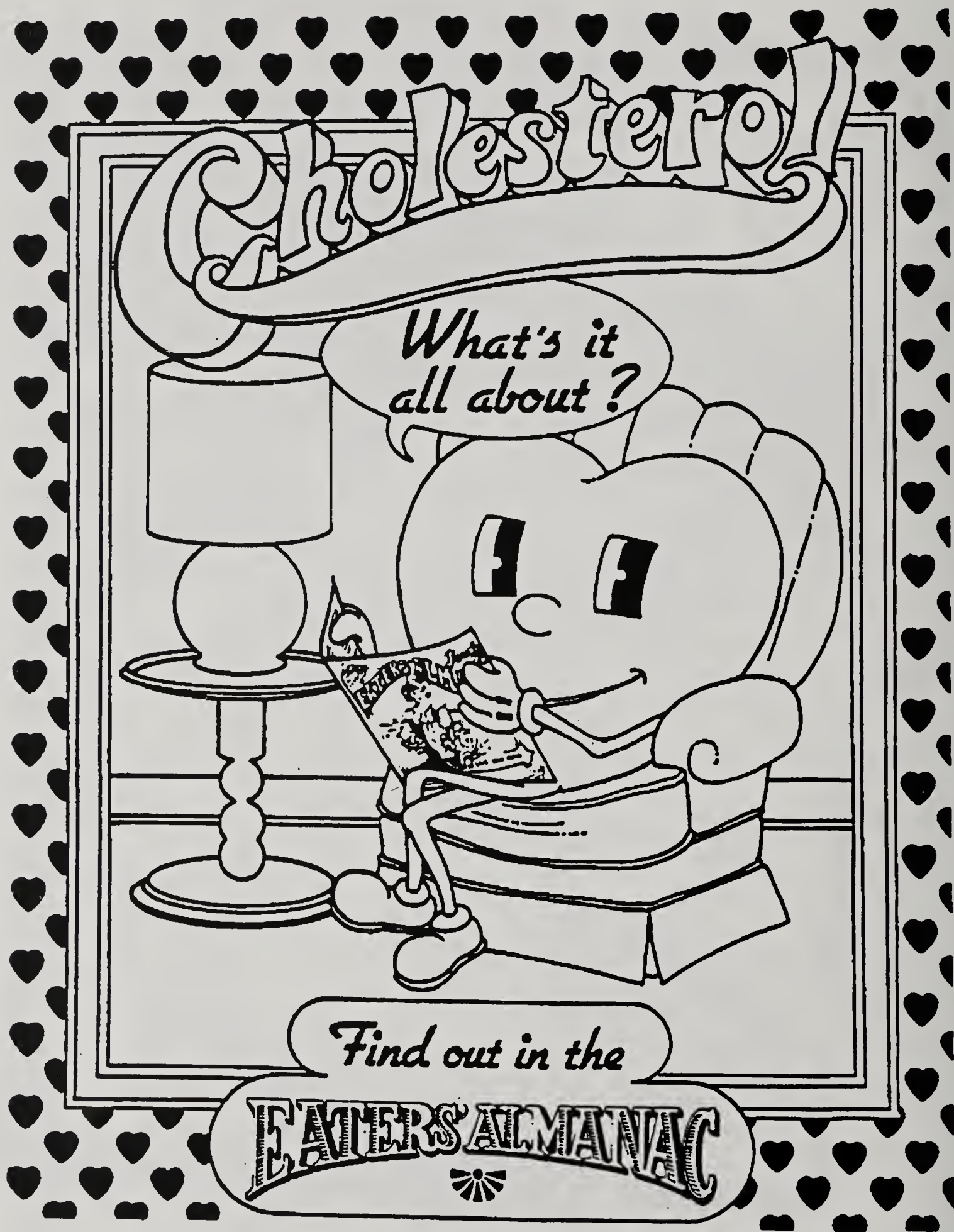














*Read any good*

**Labels**  
*late*<sub>ly</sub>

UTION INFORMATION PER SERVING  
rams Fat\* (99% of Calories from fat): 11 grams  
Polyunsaturated: 5 grams  
Saturated: 2 grams  
ams Cholesterol \*(0 mg. per 100 gm.): 0 mg.  
rams  
Recommended Daily Allowances (U.S. RDA)



**SEE HOW!**

PICK UP AN

**EATERS' ALMANAC**







**HEALTHWORKS!**  
*Good Food For You*  
**APPENDIX E**

Eaters' Almanac





# GOOD FOOD

for you!



## A stylized illustration of a person with glasses reading a book, positioned below the title 'BATTERS' ALMANAC'. The person is shown from the chest up, wearing a dark shirt and glasses, with their head tilted slightly to the right. The book is open, and the person's hands are visible holding the pages. The illustration is in a simple, graphic style with bold lines and no shading.

**Psst! Read any good**

# LABELS

latehy?

## What Does a Nutrition Label Look Like?

**NUTRITION INFORMATION**  
(PER SERVING)  
SERVING SIZE = 1 oz.  
SERVING PER CONTAINER = 12

CALORIES	110
PROTEIN	2 GRAMS
CARBOHYDRATE	31 GRAMS
FAT	0 GRAMS

**PERCENTAGE OF U.S. RECOMMENDED  
DAILY ALLOWANCES (U.S. RDA)\***

PROTEIN	2
THIAMINE	8
NACIN	2

\*Contains less than 2 percent of U.S. RDA for Vitamin A, Vitamin C, Riboflavin, Calcium and Iron.

**"U.S.  
RDAs"  
are  
United  
States**

**Recommended  
Daily Allowances—**  
the daily amounts  
of protein, vitamins  
and minerals for  
adults and children  
4 or more years of age.

A nutrition label may include optional listings for types of fats, cholesterol, sodium and additional vitamins and minerals.

NUTRITION INFORMATION			
(PER SERVING) SERVING = 8 OZ.			
SERVING PER CONTAINER = 1			
CALORIES	100	FAT PERCENT BY	
PROTEIN	23 g	CALORIES 13%	33 g
CARBOHYDRATE	43 g	POLYUNSATURATED *	2 g
SODIUM (230 mg)		SATURATED *	9 g
100 g	430 mg	CHOLESTEROL *	
		(20 mg 100 g)	40 mg
PERCENTAGE OF U.S. RECOMMENDED			
DAILY ALLOWANCES (U.S. RDA)			
PROTEIN	36	RIBOFLAVIN	15
VITAMIN A	36	Niacin	75
VITAMIN C	16	CALCIUM	2
THIAMINE	15	IRON	2

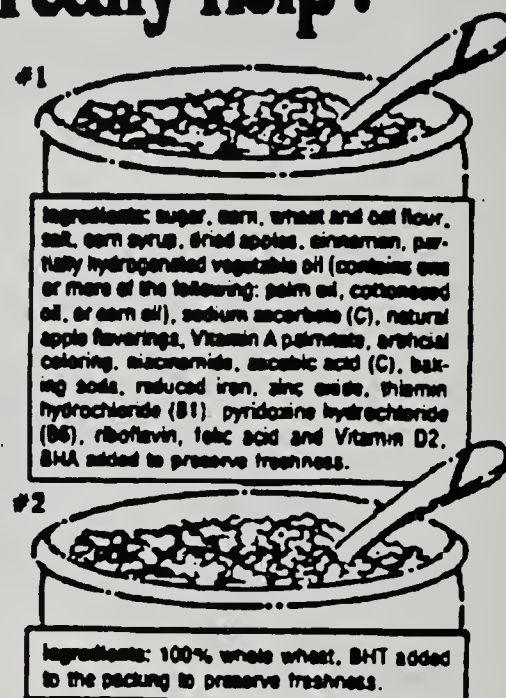
\*Information on fat and cholesterol content is provided for individuals who, on the advice of a physician, are modifying their total cholesterol and/or fat intake.

\*Information on the two treatment centers is provided by individuals who, on the advice of a physician, are modifying their total dietary intake of fat and cholesterol.



# LABELS... can they really help?

**INGREDIENT  
LABELS ARE**  
*Something  
Else!*



## NUTRITION CLAIMS

There are specific guidelines for certain nutrition labeling claims:

### Sodium:

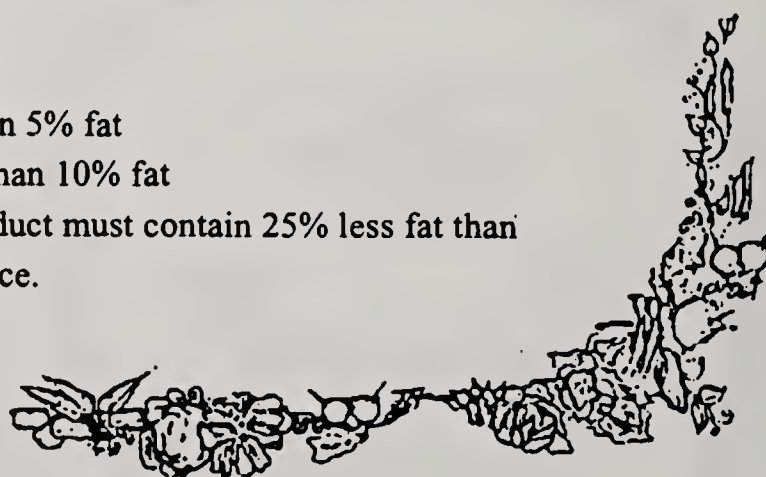
- X "Sodium Free" - less than 5 milligrams per serving
- X "Very Low Sodium" - 35 milligrams or less per serving
- X "Low Sodium" - 140 milligrams or less per serving.
- X "Reduced Sodium" - the amount of sodium is reduced by 75% when compared to a similar product.
- X "Unsalted", "No Salt Added", "Without Added Salt", and "Salt Free" - no salt added during processing.

### Calories:

- X "Low Calorie" - 40 calories or less per serving and 0.4 calories or less per gram.
- X "Reduced Calorie" - the usual number of calories is reduced by at least one-third
- X "Light" or "Lite" - when these terms represent a claim for weight control, the foods are expected to conform with regulations for low or reduced calorie foods.

### Meat & Poultry Fat:

- X "Extra Lean" - product must contain no more than 5% fat
- X "Lean" or "Lowfat" - product must contain less than 10% fat
- X "Light", "Lite", "Leaner", and "Lower Fat" - product must contain 25% less fat than the majority of related products in the marketplace.





# HEALTH WORKS!

# GOOD FOOD

*for you!*



## BATTERS' ALMANAC

### SHAPING UP

### A GUIDE FOR BASIC NUTRITION

### FOR SUMMER

for adults, start with these basic foods daily:

#### 4 Servings From Fruit - Vegetable

1/2 cup or 1 medium fruit (such as an orange) per serving, a dark green leafy or orange - colored vegetable at least every other day for Vitamin A. Vitamin C rich sources, such as citrus fruits, daily.

#### 4 Servings From Bread - Cereal

choose enriched, whole-grain, or fortified products: 1 slice bread, 1/2 cup rice, or 1 oz. dry cereal per serving

#### 2 Servings Of Milk

1 cup low fat milk per serving; or milk substitutes such as low fat cottage cheese or low fat yogurt

#### 2 Servings From Poultry - Fish - Meat - Beans

3 oz. poultry

(without skin), fish, or lean meat or 1 cup foods rich in vegetable protein\* such as cooked dried beans

These basic foods total about 1200 calories. They are the starting point for good nutrition.

If you can afford the calories, you can plan additional servings of these basic foods. You can also add other foods (such as margarine, oils, dressings, sauces) - but remember these are "add-ons" and do not replace the basic foods.

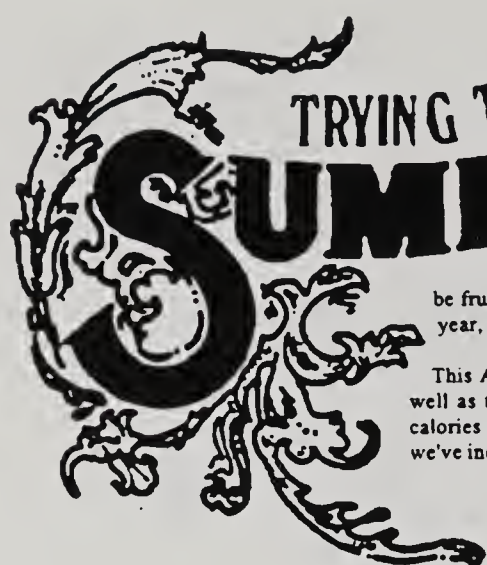


## EAT IN MODERATION

**You don't have to give up all your favorite sweets:**

- cut down on portions
- push the sugar bowl away (or use a smaller spoon!)
- use spices to satisfy tastes
- substitute nature's candy — fruit — for desserts and snacks





## TRYING TO GET INTO SUMMER SHAPE?

Last minute exercising or dieting to get into summer shape can be frustrating and painful. We often end up doing the same thing next year, too. It doesn't have to be that way.

This Almanac will give you some facts about your diet and exercise as well as tips to help you cut down on the saturated fats, cholesterol, and calories in the foods you eat. And for those warm summer days to come, we've included easy and quick recipes for thirst quenching low-cal coolers.



## HEART FACTS ABOUT DIET & EXERCISE

### DIET:

The more overweight you are, the greater your risk for coronary heart disease. Overweight people frequently have higher blood pressure, higher blood cholesterol levels, and are more likely to develop diabetes as adults than people at their proper weight.



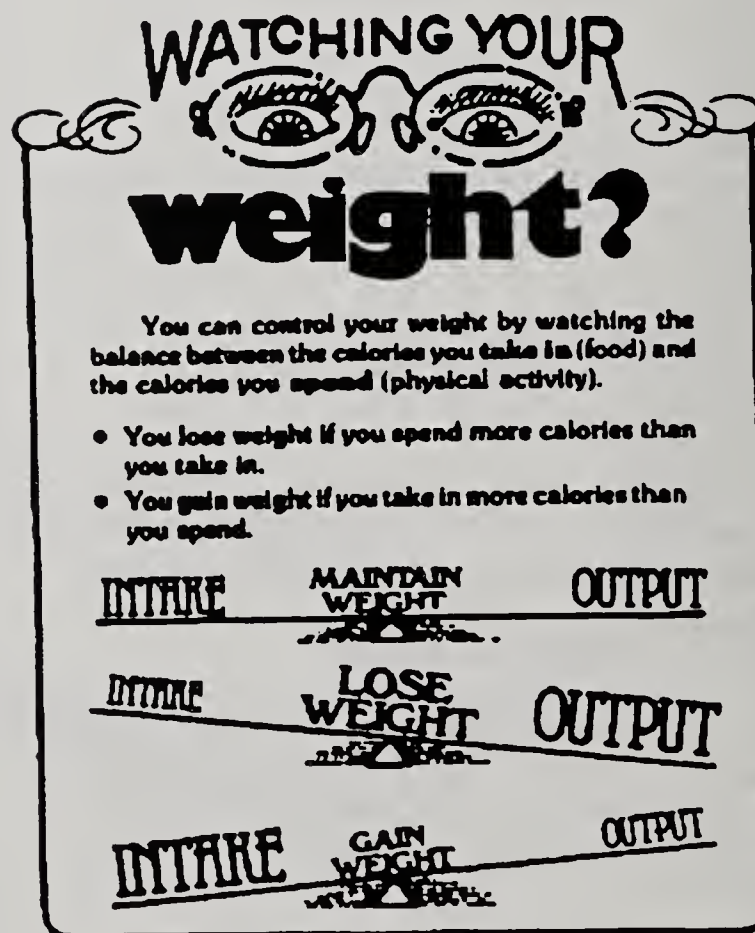
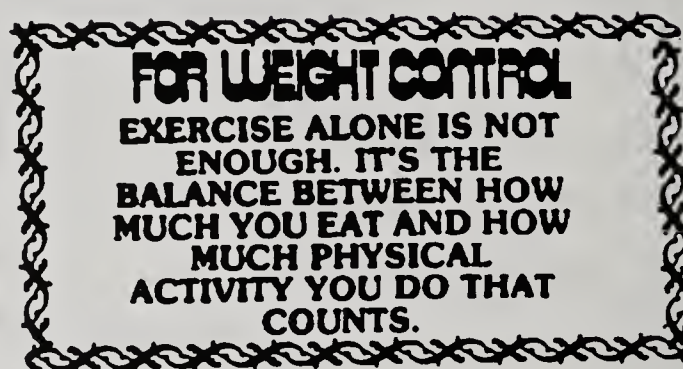
If you have a low level of cholesterol in your blood, you have less chance of getting coronary heart disease than someone with a high blood cholesterol. If you have a high level of cholesterol in your blood and reduce it, you also reduce your risk of having a heart attack. Eating foods low in saturated fats, and cholesterol is a safe way to lower your family's blood cholesterol and cut calories.

### EXERCISE:

There are a lot of good reasons for most people to increase their physical activity and one important reason is: Exercise can help you watch your weight.

Exercise often helps control your appetite.

Physical activity does not necessarily increase your appetite. In fact, regular exercise often has the opposite effect! Exercise burns up calories - but don't be mistaken about how many calories. For example, you would have to walk moderately fast (3.5 mph) for 60 minutes to burn off the calories (300) in one eighth of an apple pie.



# HEALTH WORKS!

# GOOD FOOD

*for you!*



# BAXTER'S ANIMALAC



*Should You*

## SHAKE THE SALT HABIT?

*If you decide to help your family cut down  
on salt, you can follow these general  
guidelines:*

**Salt Shakers** — Use a light hand on your salt shaker. Try to cut down on the salt you add during cooking and at your meals. Do you salt before you taste?

**Condiments** — Try to reduce your use of high sodium condiments: ketchup, steak sauce, barbecue sauce, soy sauce, worcestershire sauce, pickle relish, prepared mustard or olives. Substitute tasty vegetables like onion or green pepper, lemon juice or spices like thyme, oregano, garlic, curry, cinnamon, chili or tarragon.

**Snacks** — Many salty snacks such as potato chips are high in saturated fats and calories, too. They can often make us thirsty for those high calorie soft drinks.


*Salt substitutes aren't for  
everyone. Your doctor or  
dietitian will recommend them if necessary.*



## HOW TO HELP YOUR FAMILY

*Shake The Salt Habit*





**Buy or prepare snacks low in sodium - like fruits, unsalted nuts, crisp vegetables. If high sodium snacks aren't in the house, they'll be hard to eat!**

**When preparing snacks season food with spices such as basil, dill, lemon juice, and garlic or onion powder instead of using salt.**

**Read the labels: in processed and convenience foods, remember other ingredients also contain sodium-salt, MSG (monosodium glutamate), baking powder, baking soda, garlic salt, brine or onion salt. Foods that are specifically processed as "low sodium" products are designed for people on low sodium diets prescribed by a physician.**

**Ask your family to support and help each other!**



The sodium we eat comes from:

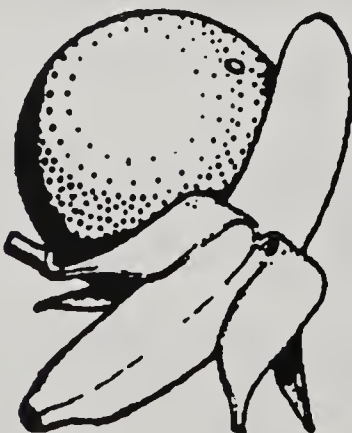
- #1 — Processed foods, where sodium is added mainly in the form of salt. (Salt is a mixture by weight of 40% sodium and 60% chlorine.)
- #2 — The salt that you use during cooking and at the table.
- #3 — Foods that contain sodium naturally, before they have been processed or prepared in your home.

***MOST OF THE SODIUM YOU EAT COMES FROM #1 and #2 — IN THE SALT YOU AND THE PROCESSOR ADD TO FOOD.***

- \* One teaspoon of salt contains about 2,000 mg. of sodium.
- \* The National Research Council Indicates that a "safe and adequate" sodium intake per day is about 1,100 to 3,300 mg. for an adult.
- \* Estimates place sodium consumption by adults at 2,300 to 6,900 mg. a day.

#### What We Know

- Most Americans eat much more sodium than they need.
- Some people with high blood pressure can help control their blood pressure by reducing the amount of sodium they eat. Some people cannot.
- High blood pressure is one of the major risk factors that increase your chances of getting coronary heart disease and stroke.



#### What We Don't Know

But scientists don't know to what extent sodium in the American diet contributes to high blood pressure.

*Consider what we know about sodium, salt, high blood pressure and heart health.*

Everyone should have their blood pressure checked regularly. If you have high blood pressure, follow your doctor's advice. If your blood pressure is normal, then **YOU DECIDE** whether to cut down on the sodium in the foods you buy and prepare for yourself and your family.



# HEALTH WORKS!

## GOOD FOOD

*for you!*



# BAVIER'S ANIMALNAC

## What About Fiber?

### WHAT IS FIBER?

Fiber is the part of a plant food that cannot be digested by humans. There are two types of fiber:

**Insoluble** -- the structural part of the plant that is often coarse and chewy

#### *Benefits*

may produce a laxative effect  
resulting with bowel regularity  
may reduce chances of hemorrhoids,  
peptic ulcer disease, diverticulitis,  
and intestinal cancers  
aid in weight control due to the low  
amount of calories and fat per serving

#### *Source*

whole grain breads  
whole grain cereals  
vegetables  
fruit peelings



**Soluble** - part of the plant that contains a gel-like substance and dissolves in water

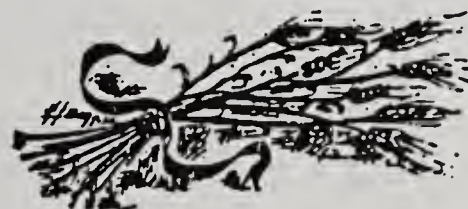
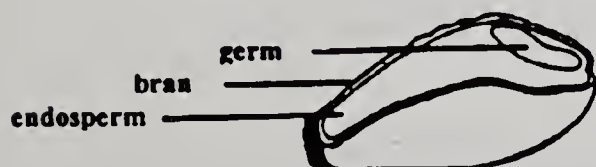
#### *Benefits*

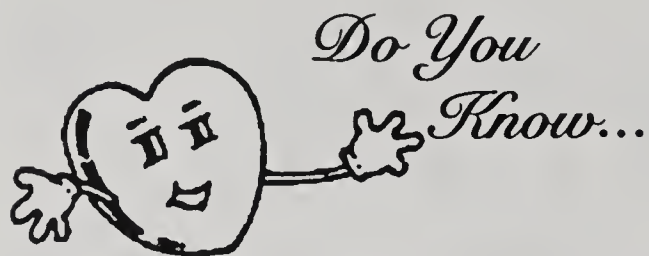
useful for controlling diabetes  
aid in weight control due to low  
amount of calories and fat  
may lower high blood pressure  
\*may lower blood cholesterol

#### *Source*

fruits  
vegetables  
oatmeal/oatbran  
dried beans and peas

\*Controversy about the amount of fiber needed to bring about a significant reduction





The American Dietetic Association, National Cancer Institute, and the American Diabetes Association recommend 20-30 grams of fiber each day. Unfortunately most Americans eat only 10-15 grams of fiber each day and would need to almost double their fiber intake.

### SOME HIGH FIBER SELECTIONS

<i>Product</i>	<i>Serving</i>	<i>Fiber (gm)</i>	<i>Product</i>	<i>Serving</i>	<i>Fiber (gm)</i>
All Bran (100%)	1/3 c	9	Bran Chex	1/2 c	5
Bran Flakes	1 ounce	5	Oat Bran	1/4 c	5
Oats, Instant	3/4 c	3	Whole Wheat Bread	1 slice	1.5
Corn Bread (2x2)	1 slice	1.7	Graham Crackers	2 squares	2.7
Black-Eyed peas	1/2 c	12	Kidney Beans	1/2 c	8
Lima Beans	1/2 c	5	White Beans	1/2 c	5
Split Peas	1/2 c	5	Chick Peas	1/6 c	5
Berries	1/2 c	2.5	Apple	1	2.5
Figs		3.5	Banana	1/2	2
Citrus Fruit	1/2	2	Green Beans	1/2 c	2.5
Broccoli	1/2 c	2.5	Corn, frozen	1 c	4
Potato	1 med	4	Eggplant	1/2	3
Asparagus	1/2 c	2.7	BrusselSprouts	1/2 c	3.5

\* Plant Fiber in Foods (1986): Dr. J. Anderson, HCF Diabetes Research Foundation Inc.; PO Box 22124; Lexington, KY 40527



### Available Types of Fiber

<i>Bran (High Fiber)</i>	<i>Whole Grain (Moderate Fiber)</i>	<i>Refined (Low Fiber)</i>
Wheat Bran	Whole Wheat Flour	White Flour
Oat Bran	Oatmeal	Oat Flour
Corn Bran	Cornmeal	Cornstarch
Rice Bran	Brown Rice	White Rice

\* Products labeled only Bran (i.e., bran flake and bran muffins) are made from wheat flour.

### COOKING TIPS

1. Incorporate 100 percent whole-grain breads, crackers, and cereals into your diet instead of refined products.
2. Utilize raw and unpeeled fruits for desserts and snacks.
3. Substitute cooked dried beans for part of the meat in casseroles.
4. Use part oatmeal or oat bran within recipes requiring flour or bread crumbs (i.e., chicken breading or meatloaf).
5. Use brown rice in place of white rice.
6. Suggested snacks for increasing fiber content in your diet include popcorn, crunchy peanut butter, nuts, fresh fruits, or add raisins or fresh berries to plain yogurt.



# HEALTH WORKS!



## GOOD FOOD

*for you!*



# BAVILERS' ANIMAL VAC FAT

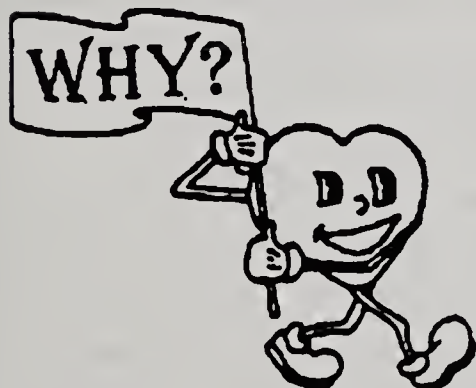
### RISK FACTORS FOR HEART DISEASE

One or more of the below listed factors may increase chances for heart disease:

1. High Blood Cholesterol
2. High Blood Pressure
3. Cigarette Smoking
4. Family History of Coronary Heart Disease Before the Age of 55
5. Diabetes
6. Vascular Disease
7. Obesity
8. Being Male

Source: National Cholesterol Education Program, NIH.

### EATING LESS SATURATED FATS & CHOLESTEROL CAN HELP YOU



Heart disease contributes to 30 percent of the deaths each year in America. Limiting dietary fat and cholesterol may reduce chances of heart disease by 20-30 percent. Cholesterol levels may begin to drop just after 2-3 weeks when dietary cholesterol and fat are reduced.

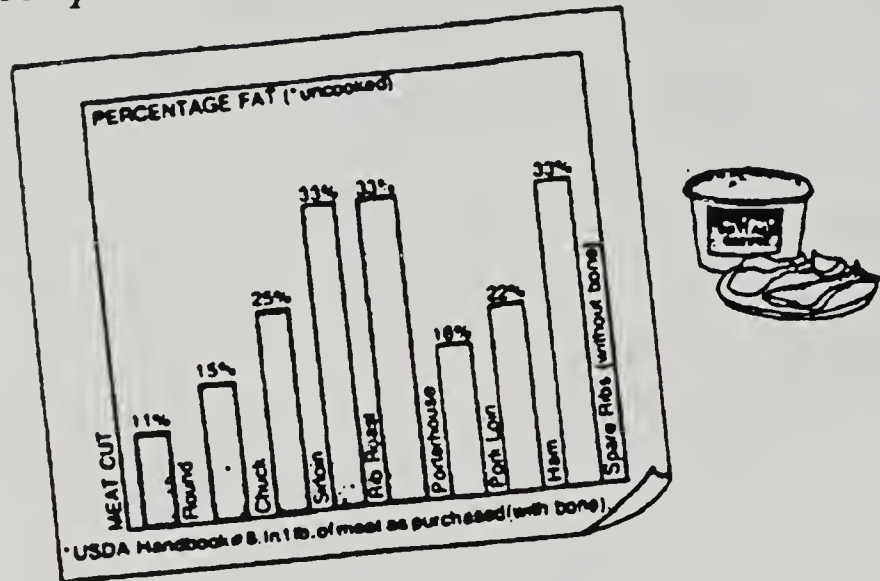
### CHOLESTEROL CHECKS

Adults over 20 years of age should have their cholesterol checked every five years. Parents may wish to have their children tested, if a history of heart disease exists within the family. **CHECK WITH YOUR PHYSICIAN FOR MORE DETAILS.**



# DO YOU KNOW WHERE THE FAT LURKS

Compare the Cuts



Butter is an animal fat - that means it's high in saturated fats and cholesterol. This is why a lot of people have switched to margarine.

**Problem:** Not all margarines are alike! Some help lower your blood cholesterol more than others.

**Solution:** Try to find a margarine that has at least **TWICE AS MUCH UNSATURATED FAT** as saturated. Look for a nutrition label on the package. (Unfortunately not all margarines list saturated and unsaturated fat.)



## FOR EXAMPLE NUTRITION INFORMATION

Portion Size .....	1 TBSP (14g)
Portions per container .....	32
Calories .....	100
Protein .....	0 g
Carbohydrates .....	0 g
Fat ( 100% of calories) .....	11 g
UNSATURATED FATS .....	49
SATURATED FATS .....	29
Cholesterol (0 mg per 100g) .....	0 mg

IF A MARGARINE HAS TWICE AS MUCH UNSATURATED FAT AS SATURATED FAT, YOU'VE FOUND WHAT YOU'VE BEEN LOOKING FOR.

## DIETARY SUGGESTIONS

To reduce your blood cholesterol level, your diet should be low in fat, particularly saturated fat, and low in cholesterol. Use the following guidelines as you plan your new diet:

- To Cut Back on Saturated Fats:
    - Fat calories should be less than 30 percent of total calories.
- Conversion to Percent*
- $$\text{Fat (gram/serving)} \times 9 = \text{total calories/serving} \times 100\% = \text{total percent of calories from fat}$$
- Choose poultry, fish, and lean cuts of meat more often; remove the skin from chicken and trim the fat from meat.
  - Drink skim milk or 1% milk instead of 2% milk or whole milk. And eat cheeses with no more than 6 grams of fat per ounce (like low-fat cottage or lowfat farmer cheese) instead of processed, natural, and hard cheeses (like American, brie, and cheddar).
  - Use tub margarines or liquid vegetable oils that are high in unsaturated fat (like safflower, corn, and olive oil) instead of butter, lard, hydrogenated vegetable shortening, and coconut and palm oils that are high in saturated fat. Choose products that list more unsaturated fat than saturated fat on the label.
  - Cut down on commercially prepared and processed foods made with saturated fats or oils. Read labels to choose those low in saturated fats.

- To Cut Back on Dietary Cholesterol:
  - Eat less organ meat such as liver, brain, and kidney.
  - Eat fewer egg yolks; try substituting the egg whites for each whole egg in recipes.
  - Limit cholesterol intake to 300 mg a day.
- To Increase Complex Carbohydrates (starch and fiber):
  - Eat more whole grain breads and cereals, pasta, rice, and dried peas and beans.
  - Eat vegetables and fruits more often.
- To Lose Weight:
  - Eat fewer daily calories (cutting back on fat in your diet will really help).
  - Burn extra calories by exercising regularly.

SOURCE: US Department of Health: National Cholesterol Education Program. NIH.

CHECK WITH A REGISTERED DIETITIAN FOR MORE DETAILS.




# HEALTH WORKS!



## GOOD FOOD

*for you!*



# FAVORS' ANIMAL

## CHOLESTEROL & YOUR HEART

### DO YOU KNOW?

Cholesterol is found within animal products and it is also produced within the human body. Cholesterol is necessary to make essential body components such as hormones and cell walls. Unfortunately when blood cholesterol levels (primarily LDL cholesterol) are elevated, chances for atherosclerosis hardening of the arteries and coronary heart disease are increased. Evidence has shown almost 30 percent of deaths each year in this country are a result of coronary heart disease.

### FACTORS THAT INFLUENCE CHOLESTEROL

#### *Lower Cholesterol*

- ✦ Exercise regularly
- ✦ Don't Smoke
- ✦ Maintain Desirable Weight
- ✦ Eat Less Total Fat (Less than 30% of total calories)
- ✦ Eat Less Cholesterol (Less than 300 mg a day)
- ✦ Eat Less Saturated Fat
- ✦ Eat More Complex Carbohydrates (Starch and Fiber)

#### *Raise Cholesterol*

- ✦ Obesity
- ✦ Stress
- ✦ Alcohol Consumption
- ✦ Post-Menopause
- ✦ Use of Oral Contraceptives for Some Women
- ✦ Pregnancy (Should Return to Normal 20 Weeks After Birth)
- ✦ Men's Cholesterol Levels Tend to be Higher than Women's  
As You Get Older, Cholesterol Levels Raise

If your total cholesterol levels are greater than 200 mg/dl, the National Cholesterol Education Program recommends a lipid profile to determine the lipoprotein levels. Check with your physician to see if your cholesterol levels should be checked.





Make the Choice

**A 1% REDUCTION IN TOTAL  
BLOOD CHOLESTEROL  
RESULTS IN A 2%  
REDUCTION FOR  
CHANCE OF A  
HEART ATTACK.**

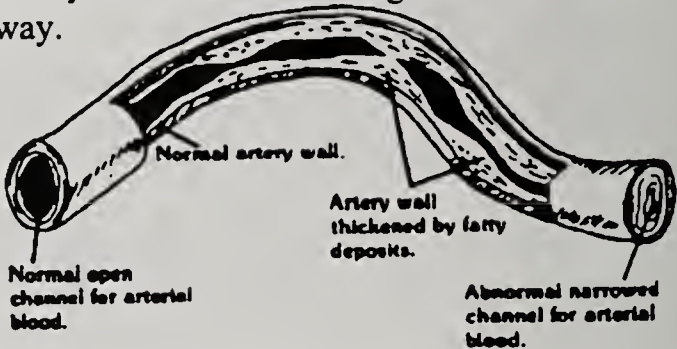
In a diet with daily calories of—	The grams of fat shown provide 30% to 35% of calories (grams)
1,500	50-58
2,000	67-78
2,500	83-97
3,000	100-117•

*Here's how most coronary heart disease happens:*

The heart, like any other muscle in your body, requires a good supply of blood. Your heart muscle receives its blood through coronary arteries.

In coronary heart disease, fats in the blood - especially cholesterol - are deposited on the inner walls of the coronary arteries. The more fats and cholesterol you have in your blood, the greater their tendency to build up in artery walls. These deposits build up over time.

Eventually one of the major coronary arteries may become completely blocked - either by the built-up deposits or by a blood clot forming in the narrowed passageway.



the result is a heart attack

**A GOOD PLACE TO START  
HELPING YOUR HEART**

**HEALTHWORKS! SELECTED FOODS**

Meat Group .....	Moderate size portions of skinned poultry, veal lean beef, fish, shellfish, and dried beans
Bread and Cereals .....	100% whole grain breads, whole grain cereals (i.e., Bran Flakes, oatmeal). All pasta products containing no eggs
Milk and Dairy Products .....	Low fat products made with skim milk. * Products containing less than 30% of total calories from fat. Limit eggs to three a week (include eggs used in baking)
Fruits and Vegetable. ....	All raw fresh and frozen products. Fruits should be canned in water or own juice
Fats and Oils .....	Safflower oil, corn oil, soybean oil, sunflower oil, sesame oil, olive oil, peanut oil, and canola oil containing products
Desserts and Treats .....	Ice-milk, fruit, low-fatty yogurt, gelatin, and water-ice desserts



# HEALTH WORKS!

# GOOD FOOD

*for you!*



# BARTERS' ANNUAL

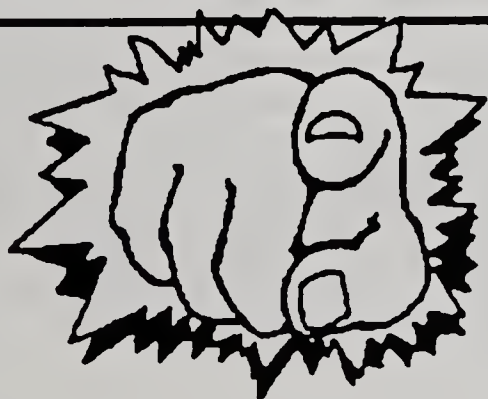
## Viva Variety!

### MODERATION AND VARIETY

- \*\* No single food is perfect. You need a variety of products to get the amount of nutrients your body needs daily.
- \*\* Moderation is the key element to any weight control diet. It is also a good rule of thumb when using fats and oils.

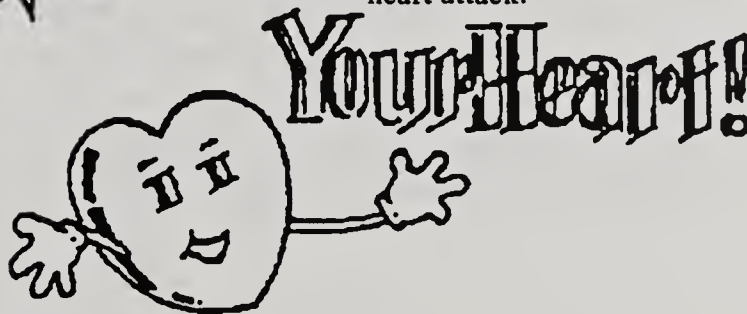
## Compare &

## YOU DECIDE!



### The Facts

Scientists know that people with low levels of cholesterol in their blood have less chance of getting coronary heart disease than people with higher levels. People who have elevated blood cholesterol and who reduce it also reduce their risk of having a heart attack. Eating foods low in saturated fats and cholesterol is a safe way to lower your family's blood cholesterol and cut calories. Scientists know that overweight also increases your chances for a heart attack.

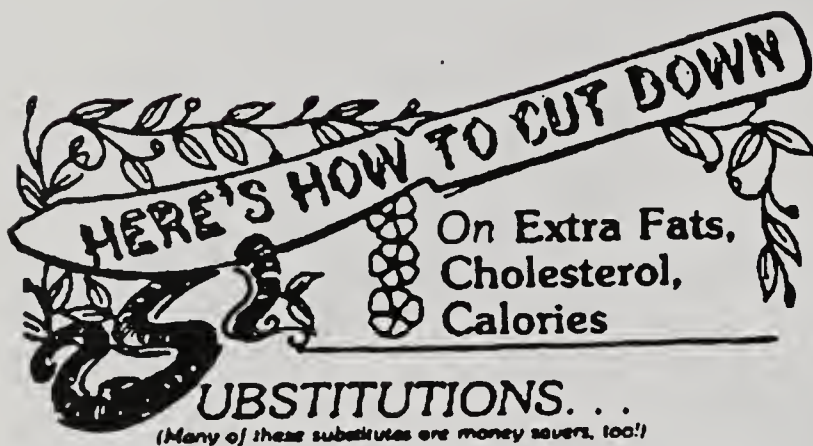


### Make the Choice

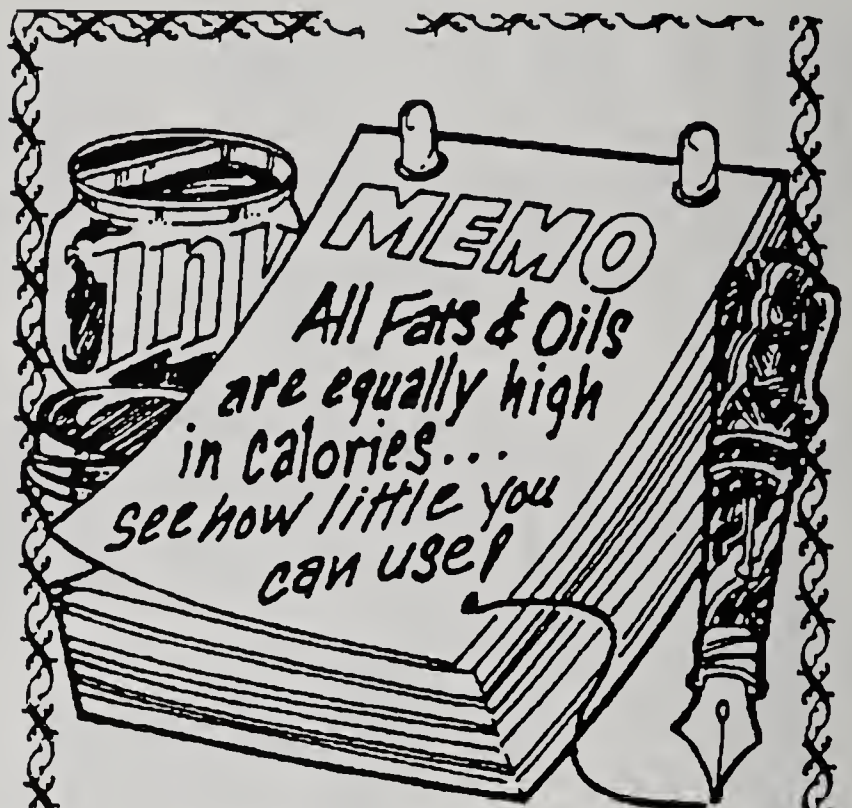
Consider what we know. Then it's your choice - whether to change some of the foods you buy and serve your family.

## YOU DECIDE





- ✦ use low fat yogurt instead of sour cream
- ✦ use low fat, skim, or nonfat dry milk instead of whole milk
- ✦ use nonfat dry milk (made double strength) or evaporated skim milk with a drop of vanilla instead of cream
- ✦ use low fat cottage cheese instead of ricotta or feta cheese
- ✦ use leaner cuts of meat like lean ground beef, round, and chuck instead of higher fat meats like regular ground beef, sirloin, or spare-ribs.
- ✦ use unsaturated oils and unsaturated margarines (margarines with twice as much unsaturated as saturated fats) instead of saturated fats like lard, fat back, salt pork, chicken fat, or butter; use margarines and oils like peanut and olive oil that contain monounsaturated oils.



## PREPARATION...

- ✦ remove skin from poultry (remember: chicken skin is about 17% fat)
- ✦ trim visible fat from meat before cooking
- ✦ drain fat from meat after browning
- ✦ broil, simmer, poach, roast & stew instead of frying
- ✦ skim fat from soups, stews, and drippings
- ✦ cut visible fat from meat before eating

## SERVING...

- ✦ serve MODERATE portions
- It's HOW MUCH you eat that can affect your weight.

A Special Tip on Sodium: Most Americans eat much more sodium than they need and some ethnic dishes can be particularly high in sodium. If you have been told you have high blood pressure, ask your doctor if you need to reduce the sodium in your diet.



**HEALTHWORKS!**

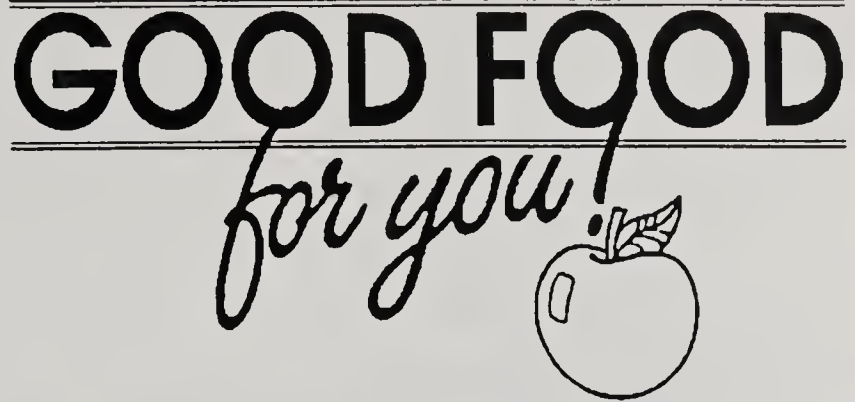
*Good Food For You*

**APPENDIX F**

Weekly Store  
Newspaper Advertisements







## Moderation and Variety

Moderation and Variety are two key elements to a nutritional diet. Listed below are some "rules of thumb" to remember when planning your diet.

- |            |  |            |  |
|------------|--|------------|--|
| 1. FACT    | Overweight is related to heart disease. The more overweight you are, the greater you risk of heart disease.  | 5. FICTION | Exercise will not make you overeat. Regular exercise actually helps control your appetite. It also helps tone muscles, improve circulation and strengthen your heart.  |
| 2. FICTION | You don't have to give snacks to lose weight. In fact, nutritious, low calorie snacks can <b>help</b> you lose weight by keeping your appetite under control throughout the day. It's the <b>total amount of food (and calories) you eat each day that counts</b> - not the time of day you eat it.  | 6. FACT    | <b>Fats have more than twice as many calories as protein or carbohydrates.</b><br>(Approximate calories)<br>255 calories      one ounce of fat<br>113 calories      one ounce of protein<br>113 calories      one ounce of carbohydrates   |
| 3. FACT    | You can eat bread and potatoes on a reducing diet. They're not high in calories if eaten without "extras". And they are a good source of many essentials vitamins, minerals and carbohydrates. "Extras" do add up, however:<br>70 calories - one slice of bread<br>105 calories - Bread with 1 pat of butter or margarine<br>105 calories - One medium baked potato<br>190 calories - Potato with 1 pat of butter or margarine and 2 T. of sour cream. | 7. FICTION | All fats are <b>not alike</b> - different fats affect your blood cholesterol in different ways: Fats from animals (saturated fat) raise your blood cholesterol level. Fats from most vegetable sources (unsaturated fats) lower your blood cholesterol.  |
| 4. FICTION | Skinny children will not necessarily become skinny adults. Active, growing children do burn a lot of calories. If you encourage a sweet tooth or a taste for fatty food, your children are more likely to become overweight adults. <b>Your food choices shape your child's eating habits for life.</b> Help make them healthy ones.   | 8 FICTION  | Whole milk is not better for you than skim milk. Skim milk has all the nutrients found in whole milk without so much saturated fat and calories. (Some evidence suggests that some milk fat may be beneficial for very young children. If you have questions about this, consult your pediatrician.) |

*The copy in this pamphlet was originally developed as part of a pilot program jointly conducted by the National Heart, Lung and Blood Institute a part of the National Institute of Health, Bethesda, MD and Giant Food, Inc. Washington, D.C.*

*For more information on moderation and variety, pick up an EATERS ALMANAC at the HEALTHWORKS! Good Food For You Display*

5/89

PAUL'S LOBLAWS and  
HEALTHWORKS! Present:



Foods marked HEALTHWORKS! *Good Food For You* have meet the nutritional requirements as determined by Jennifer Morgan, Healthworks Dietitian.

So look for the HEALTHWORKS! sign for HEALTHY foods to use in your diet plan.

**Coming This Summer**

- |                       |                        |
|-----------------------|------------------------|
| *Store tours          | * Recipes              |
| *Product Sampling     | * Helpful information  |
| * Video presentations | * Food record analysis |

For more information call 825-8738



Loblaws Advertisement #2



# HEALTH WORKS! GOOD FOOD *for you!*



## WHEN EVERY PACKAGE DOESN'T TELL AN INGREDIENT STORY

Some products, such as ketchup, are made according to government standards called "standards of identity." In such standard of identification products, the U.S. Food and Drug Administration does not have the authority to require listing of the mandatory ingredients. However, permitted optional ingredients must be listed. Some manufacturers and store brands voluntarily list all of the ingredients in standardized foods.

## INGREDIENT LABELS ARE

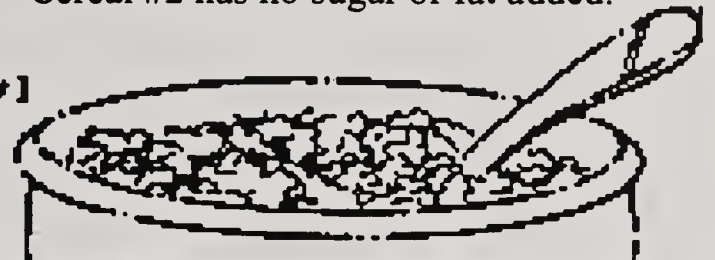
# Something Else!

Food labels list ingredients in order by weight: the item in the greatest amount is listed first; the item in the least amount is last.

For example, the labels below describe two cereals. Cereal #1 has more sugar than any other ingredient.

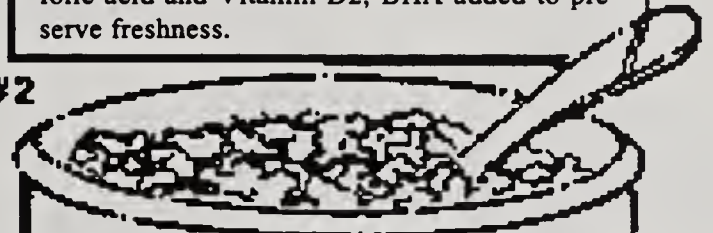
Cereal #2 has no sugar or fat added.

#1



**Ingredients:** sugar, corn, wheat and oat flour, salt, corn syrup, dried apples, cinnamon, partially hydrogenated vegetable oil (contains one or more of the following: palm oil, cottonseed oil, or corn oil), sodium ascorbate (C), natural apple flavorings, Vitamin A palmitate, artificial coloring, niacinamide, ascorbic acid (C), baking soda, reduced iron, zinc oxide, thiamin, hydrochloride (B1), pyridoxine hydrochloride (B6), riboflavin, folic acid and Vitamin D2, BHA added to preserve freshness.

#2



**Ingredients:** 100% whole wheat, BHT added to the packing to preserve freshness.

FOR MORE INFORMATION ABOUT READING LABELS STOP BY THE  
HEALTHWORKS DISPLAY AT PAUL'S LOBLAWS

# Which Foods should you buy for your family?

Consider what we know about foods and your heart health.

- People with low levels of cholesterol in their blood have less chance of having heart attacks than people with higher levels.
- People who have elevated blood cholesterol and who reduce it also reduce their risk of having a heart attack.
- Eating foods low in saturated fats and cholesterol is a safe and easy way to lower blood cholesterol levels. Cutting down on fat helps cut calories, too.

## You Decide!



FOR MORE INFORMATION ON  
CHOOSING NUTRITIONAL PRODUCTS, STOP  
BY THE HEALTHWORKS! DISPLAY AT PAUL'S  
LOBLAWS



# TRYING TO GET INTO **SUMMER** SHAPE? HEART FACTS

## DIET:

- \* The more overweight you are, the greater your risk for coronary heart disease.
- \* If you have a high level of cholesterol in your blood and reduce it, you also reduce your risk of having a heart attack.
- \* Eating foods low in saturated fats, and cholesterol is a safe way to lower your family's blood cholesterol and cut calories.

*FOR MORE INFORMATION,  
STOP BY THE HEALTHWORKS!  
DISPLAY AT PAUL'S LOBLAWS*







AND STILL HAVE IT  
**QUICK & COOL!**

## SUMMER PUNCH

*Serves 2 at 110 calories per 8 oz. serving  
Total Recipe Calories 220*

*This cooler has slightly more calories*

3/4 c. pineapple juice  
3/4 c. cranberry juice cocktail  
3/4 c. club soda

*Mix and serve over ice cubes*

## GRAPEFRUIT SPRITZER

*Serves 1 at 76 calories per 8 oz serving*

3/4 c. grapefruit juice  
1/4 c. club soda

*Just mix, pour over ice and enjoy!*



## CALORIES per 8 oz. glass

ICED TEA + SLICE OF LEMON .....	0
CARBONATED WATER + WEDGE OF LIME OR 1 T. OF ORANGE JUICE .....	15
100% VEGETABLE JUICE .....	40
TOMATO JUICE .....	50
100% UNSWEETENED ORANGE OR GRAPE- FRUIT JUICE .....	105-115
1/2 FRUIT OR VEGETABLE JUICE + 1/2 CAR- BONATED WATER .....	*
<i>*the water cuts the juice calories in half</i>	
SKIM MILK .....	90
1% WHOLE MILK .....	110
2% LOW FAT MILK .....	130

These coolers can satisfy your thirst and give you vitamins and minerals without the higher calories of soft drinks and high fat dairy drinks. Try one or more!

# irresistible summer fruits

With summer's bounty of fresh fruits - you can serve your family "nature's candy"... naturally sweet and nutritious without the extra fat and calories of baked goods and other sweets.



*June*

*July*

*August*

*September*

Apricots \_\_\_\_\_

Blueberries \_\_\_\_\_

Cantaloupe \_\_\_\_\_

Cherries \_\_\_\_\_

Grapes \_\_\_\_\_

Honeydew Melon \_\_\_\_\_

Limes \_\_\_\_\_

Nectarines \_\_\_\_\_

Peaches \_\_\_\_\_

Pears \_\_\_\_\_

Plums \_\_\_\_\_

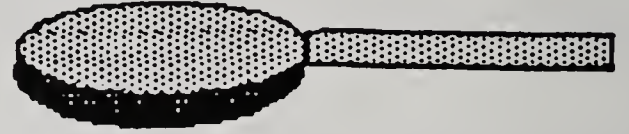
Raspberries \_\_\_\_\_

Strawberries \_\_\_\_\_

Watermelon \_\_\_\_\_

*don't forget: apples, bananas, lemons, almost the year 'round.*

## SPEAKING OF SODIUM



1 TEASPOON OF SALT = 2000 MG OF SODIUM

### MAJOR SOURCES OF SODIUM

#### Table Salt

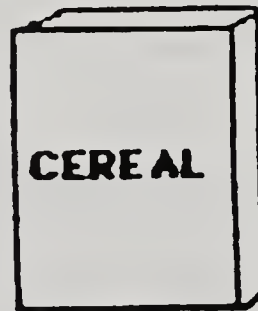
1/3



This includes salt used in cooking and added at the table. This is a good place to start to cut back.

#### Processed Foods

1/3



The salty taste of many convenience items is obvious but many foods, such as baked goods also contain large amounts of sodium. Become a label reader.

#### Natrually Occuring

1/3



Most unprocessed, unseasoned food is generally low in sodium.

A safe intake of sodium is 1,110 to 3,300 milligrams per day. The adult human body usually needs only 200 mg of sodium a day. The average American consumes 2000 to 7000 mg of sodium per day! Just one teaspoon of salt contains over 2000 mg of sodium. That's the amount of sodium in one fast food meal!

*FOR MORE INFORMATION, STOP BY THE HEALTHWORKS!  
DISPLAY AT PAUL'S LOBLAWS.*





**CONFUSED ABOUT LABELS? LEARN TO FIND THE HIDDEN MESSAGE**

**When: August 15 and August 29**

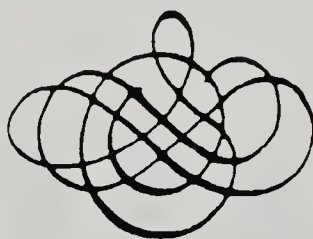
**Where: Pauls' Loblaws**

**Time: 10:00 A.M. - 11:00 A.M.**

Together Paul's Loblaws and the HEALTHWORKS! Dietitian have designed a program to help the consumer become better aware of the products they are buying. The nutritional tours will emphasize finding the hidden fat in foods.

Those interested in participating please call HEALTHWORKS! at 825-8738

# What About Fiber?



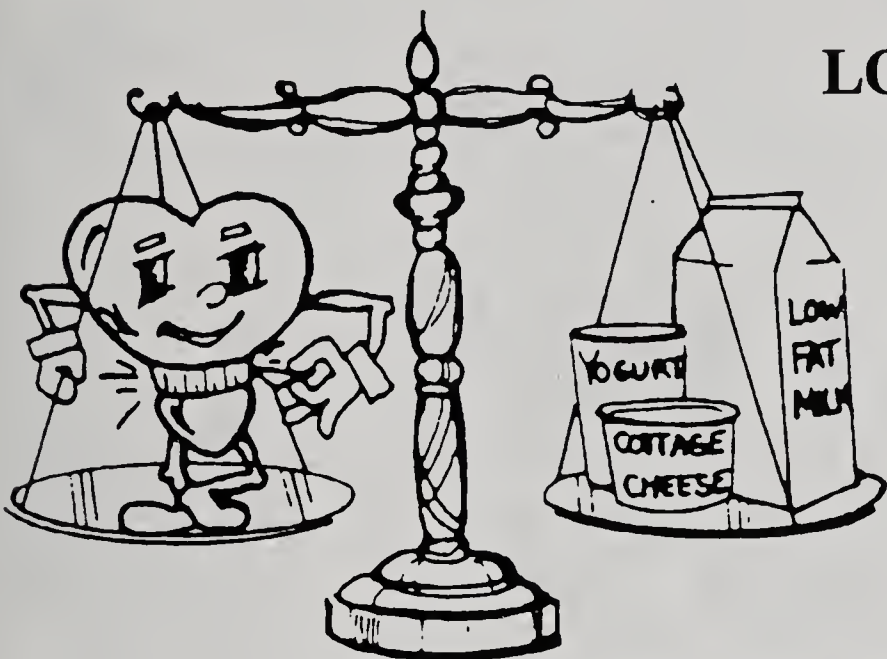
*Fiber, sometimes called "roughage" or "bulk" is found in plant foods such as whole grains, fruits, and vegetables. Because most of the fiber is not digested, it adds almost **no** calories.*

*FOR MORE INFORMATION, STOP BY THE HEALTHWORKS! DISPLAY AT PAUL'S LOBLAWS*

It is important for you to incorporate fiber-rich foods in your diet. Listed below are several choices you might consider.

<i>INSTEAD OF</i>	<i>FIBER (gms)</i>	<i>TRY</i>	<i>FIBER (gms)</i>	<i>AND ADD FIBER</i>
White Bread, 1 sl	0.8	Wheat Bread, 1 sl	1.3	0.5
Soda Crackers, 10	0.4	Graham Crackers, 2	1.4	1.0
White Flour, 1 c	1.1	Oat Flour, 1 c	16.0	14.9
White Rice, 1/3 c	0.5	Brown Rice, 1/3 c	1.6	1.1
Super Crisp, 1 oz	0.1	Bran Flakes, 1 oz	3.8	3.7
Lettuce, 1/2 c	0.8	Spinach, 1/2 c canned	6.5	5.7
Apple Juice, 1/2 c	0	Apple, 1 med	3.0	3.0
Peanut Butter, 1 Tbsp	1.1	Peanuts, 1 oz	2.6	1.5
Peach, canned, 1/2 c	0.9	Peach, raw, 1	2.3	1.4
Meat/Poultry/Fish	0	Kidney Beans, 1/2 c	9.7	9.7

## THE TRIPLE BONUS IN LOW FAT MILK PRODUCTS



We all know milk is good food. It provides high quality protein, calcium, and riboflavin. But whole milk can also provide unneeded calories, saturated fats and cholesterol.

So try low fat milk products instead. You get a triple bonus: (1) fewer calories, (2) less saturated fats and (3) less cholesterol, without losing the other nutrients in whole milk.

## Why WORRY *about fats and cholesterol?*

- ★ Coronary Heart Disease kills more Americans than any other disease.
- ★ People who have low blood cholesterol levels have less chance of getting a heart attack than those with high levels of blood cholesterol.
- ★ People who have elevated blood cholesterol and who reduce it also reduce their risk of having a heart attack.
- ★ You can safely lower your blood cholesterol and cut down on calories by eating foods low in saturated fats and cholesterol.

*What should you buy and serve your family? Consider these facts then YOU DECIDE!*

**FOR MORE  
INFORMATION,  
STOP BY THE  
HEALTHWORKS!  
DISPLAY AT  
PAUL'S  
LOBLAWS.**





### **HOW DOES YOUR DIET RATE?**

Healthworks is now offering a program where you can have your diet analyzed for calories, cholesterol, fat, sodium, and fiber.

**JUST STOP BY THE HEALTHWORKS! DISPLAY IN THE PRODUCE DEPARTMENT OF PAUL'S LOBLAWS, AND PICK UP AN INFORMATION FORM.**



## WATCH THE "EXTRAS"

*When you use vegetables, watch the "extras" that you add - egg yolks and many cheeses are high in saturated fats and cholesterol (as well as cost). Choose recipes that use egg whites, skim milk and low fat cheeses (especially low fat cottage cheese) and keep the cost, fats, and cholesterol down.*

## CHOLESTEROL AND YOUR HEART

### Why Care?

*One good reason is that cholesterol in the blood is involved in the development of coronary heart disease - our nation's number one cause of death. Coronary heart disease often affects people who are in the prime of their productive lives.*

**Note:** The N.I.H. blood cholesterol goal for adults under 30 is about 180 mg/dl approximately 200 mg/dl for people over 30

### BLOOD CHOLESTEROL GUIDELINES

Values For Selecting Men and Women at Moderate Risk and High Risk requiring Treatment

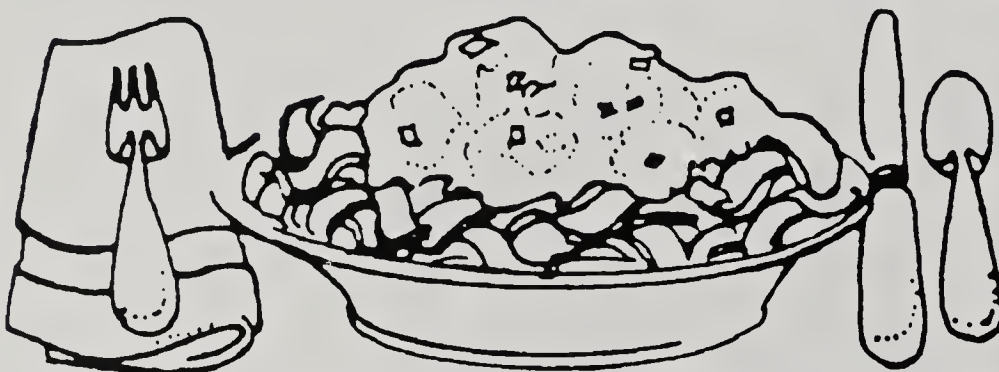
<u>Age</u>	<u>Moderate Risk</u>	<u>High Risk</u>
2-19	Greater than 170 mg/dl	Greater than 185 mg/dl
20-29	Greater than 200 mg/dl	Greater than 220 mg/dl
30-39	Greater than 200 mg/dl	Greater than 240 mg/dl
40 & over	Greater than 240 mg/dl	Greater than 260 mg/dl

**FOR MORE INFORMATION, STOP BY THE HEALTHWORKS! DISPLAY  
AT PAUL'S LOBLAWS**

**MEAT  
WITH  
LESS  
FAT**

**=**

**HIGH QUALITY  
PROTEIN AT  
LESS COST &  
FEWER CALORIES**



***A WORD ABOUT GROUND BEEF***

The USDA has only set standards for regular ground beef at less than 30%. If your store carries lean or extra lean ground beef, ask them about the percent of fat in each type

<b>Regular</b>	<b>28%</b>
<b>Lean</b>	<b>23%</b>
<b>Extra Lean</b>	<b>18%</b>

*The fat level may vary slightly, depending on different state laws.*

**LEAN MEAT CUTS**

\*3oz trimmed, cooked portions of the following meat cuts will provide 200 calories or less

**BEEF**

Top Round  
Bottom Round  
Eye of Round  
Tip  
Sirloin  
Tenderloin  
Top Loin  
Chuck Arm  
Brisket, Point Portion

**VEAL**

Cutlet  
Arm Steak  
Blade Steak  
Sirloin Steak  
Loin Chop  
Rib Roast

**PORK**

Whole Leg  
Leg, Rump Half  
Loin, Center Loin Roast or Chop  
Canadian Bacon  
Boneless Ham, 5-11% fat

**LAMB**

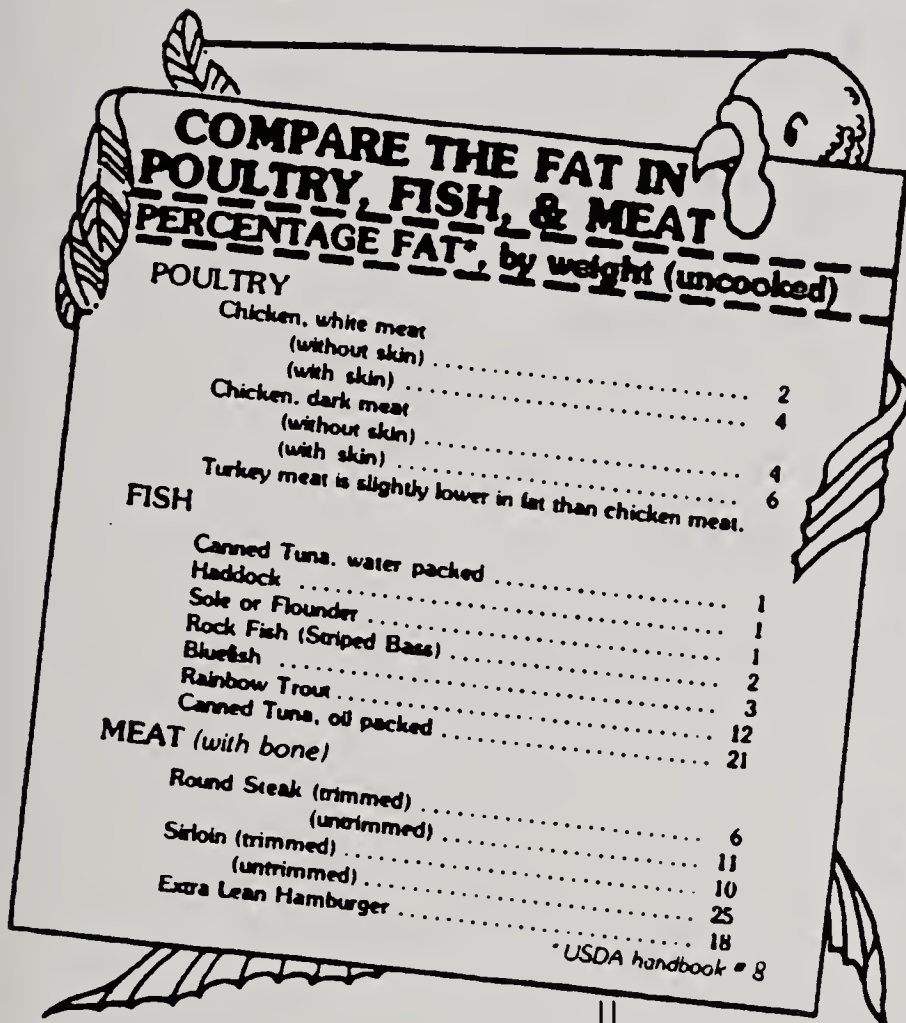
Shank Half Leg Roast  
Sirloin Roast  
Loin Chops  
Blade Chops  
Foreshank  
Rack (rib)

***FOR MORE INFORMATION, STOP BY THE HEALTHWORKS! DISPLAY  
AT PAUL'S LOBLAWS***



## MODERATION AND VARIETY

FOR MORE INFORMATION, STOP BY THE HEALTHWORKS! DISPLAY AT  
PAUL'S LOBLAWS



COMPARE THE FAT IN POULTRY, FISH, & MEAT	
PERCENTAGE FAT*, by weight (uncooked)	
<b>POULTRY</b>	
Chicken, white meat (without skin)	2
Chicken, white meat (with skin)	4
Chicken, dark meat (without skin)	4
Chicken, dark meat (with skin)	6
Turkey meat is slightly lower in fat than chicken meat.	
<b>FISH</b>	
Canned Tuna, water packed	1
Haddock	1
Sole or Flounder	1
Rock Fish (Striped Bass)	2
Bluefish	3
Rainbow Trout	12
Canned Tuna, oil packed	21
<b>MEAT (with bone)</b>	
Round Steak (trimmed)	6
Round Steak (untrimmed)	11
Sirloin (trimmed)	10
Sirloin (untrimmed)	25
Extra Lean Hamburger	18

\* USDA handbook # 8

### ONCE LIGHTLY OVER THE FACTS

A lot of scientific evidence points toward heart health benefits from eating foods low in saturated fats and cholesterol.

\* People with low blood cholesterol have less chance of getting coronary heart disease.

\* People who have elevated blood cholesterol and who reduce it also reduce their risk of having a heart attack.

\* You can lower your blood cholesterol by eating less saturated fats and cholesterol.

\* Overweight is related to heart disease and eating less fat is a safe way to reduce calories and blood cholesterol.

*Then YOU DECIDE whether to make changes in the food you buy and prepare for your family.*



**HEALTHWORKS!**  
*Good Food For You*  
**APPENDIX G**

News Releases  
Radio Announcements







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**MODEL COMMUNITY PROJECT**

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FOR RELEASE: APRIL 28, 1989

CONTACT: Janet Vogt

825-8738

### **SHELF MARKERS COME TO NORTH EAST**

HEALTHWORKS! Community Project and Paul's Loblaws of North East are proud to announce the introduction of the Shelf Marker program. Initially, the program will consist of the markers, "HEALTHWORKS! *Good Food For You*" placed on supermarket shelves. The markers will direct shoppers to items that are low in calories, sodium, fat/cholesterol, and high in fiber. Over a 14 week period, the program will blossom into store tours, food record analysis, film presentations, product sampling, and nutrition classes provided by HEALTHWORKS!.

May 8, 1989, will "kick-off" the shelf marker program at Paul's Loblaws. Throughout the summer months attention will be directed toward ways to alter recipes, weight control, cooking ideas, reading food labels, etc. Jennifer Morgan (HEALTHWORKS! Dietician) will also be available to the public to answer questions and provide nutritional suggestions. According to Morgan, the program will make the consumer more aware of nutrition and a more conscious food label reader. "People are aware of the fact that nutrition is an important part of their health, however, they are unsure about how to incorporate the information into their life-style. Hopefully shoppers will recognize the "HEALTHWORKS! *Good Food For You*" markers and realize their significance within the diet." Also made available will be a bimonthly "Eaters Almanac", bag stuffers, and newspaper articles which provide shoppers with facts about nutrition and useful methods to review their diet.

## Shelf Markers

### Page Two

Of the other supermarkets in Erie County, only Super Duper West has a program of this type. "Ours at Loblaws is a one-of-a-kind program," claims Morgan, "because of the broad range of nutrients to be identified."

The HEALTHWORKS! markers incorporate the guidelines provided by the American Heart Association and the National Heart, Lung, and Blood Institute Giant Foods Program. The HEALTHWORKS! project is administered by the Erie County Health Department and is funded in part through a grant with the Pennsylvania Department of Health. For more information on upcoming events, please call 825-8738.





## MODEL COMMUNITY PROJECT

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FOR IMMEDIATE RELEASE: June 23, 1989

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### BAGGING THE GOOD NEWS

HEALTHWORKS! and Paul's Loblaws are introducing a nutritional program to help the shopper choose better nutritional products. The program consists of index-sized cards placed under certain shelf products meeting the nutritional requirements as set by HEALTHWORKS! Dietitian, Jennifer Morgan. Morgan states, "The program is aimed at helping the shopper learn what to look for in a product to better their health. So many people understand what they eat affects their health, but they have difficulty applying the information."

**HEALTHWORKS! *Good Food For You*** will be available to the North East residents beginning June 30, 1989, and continue throughout the summer. The program will focus on a different topic of nutrition every two weeks. Pamphlets and nutritional information will be available at the HEALTHWORKS! display in Paul's Loblaws. Also, available in the future will be store tours, dietary assessments, product sampling, and a weekly nutritional message located in the Loblaws advertisement section of the Breeze.

So, stop by Paul's Loblaws and . . . Get Shopping! Your health will thank you for it.

**Radio Announcement**  
**HEALTHWORKS! SHELF-MARKER PROGRAM, 1989**  
**(60 Seconds)**

First in a series - HEALTHWORKS! *Good Food For You* - announcement

Did you know that every minute one American suffers a heart attack? - that 50 percent of Americans die of heart disease? - and that death is the first symptom for half the victims of heart disease? These are grim facts.

The good news is that heart disease is in part the result of risk factors associated with the American way of life: smoking, high blood cholesterol, high blood pressure, and obesity. In other words, the odds of developing heart disease can be reduced by making life-style changes.

Furthermore, the recommendations for reducing the risk factors associated with heart disease may also provide protection against some kinds of cancer and other chronic diseases and contribute to general good health and well-being.

What are some of the recommendations to promote health and prevent disease? First and foremost, if you smoke, stop! Second, "know your number" have your cholesterol and blood pressure checked and evaluated by a physician. And third, rate your diet in relation to the Dietary Guidelines and start to make necessary changes in your eating habits if your diet doesn't conform. If you are overweight, that may be the first clue that you need to make some diet changes!

To help with your diet and make necessary changes, Paul's Loblaws and HEALTHWORKS! have developed a nutritional program to help you recognize better food choices within the supermarket. The "HEALTHWORKS! *Good Food For You*" program includes an in-store HEALTHWORKS! display providing information on diet and health, weekly bag stuffers offering nutritional information and recipes, weekly articles within the North East Breeze, and various other nutritional activities to be offered throughout the summer months.

So, North East, jump on the bandwagon to improve your health habits and be an active participant in "HEALTHWORKS! *Good Food For You*".

To add interest and variety to heart-wise meals:

- \* Serve barley, couscous, baked grits, polenta (cornmeal), or bulgur in place of potatoes, rice, and noodles for a change.
- \* Use pita bread, whole wheat (read label!!!) bread, bagels, tortillas, or homemade oatmeal bread for sandwiches.
- \* Add fiber to the diet gradually to avoid discomfort and embarrassment and drink more low calorie beverages as you increase fiber.
- \* Keep fresh fruit, raw vegies, pretzels, and fat-free popcorn on hand for snacks.
- \* Cook and serve vegetables without fat.
- \* Serve meatless meals, such as meatless chili or meatless lasagna, once in a while.

For more information, look for the Healthworks! Good Food for You display at Paul's Loblaws.



**Radio Announcement**

**HEALTHWORKS! SHELF-MARKER PROGRAM, 1989**

**(30 Seconds)**

Second in a series - HEALTHWORKS! *Good Food For You* - announcement.

Diet and Health . . . ever think about, how the two are linked? Scientists at the National Heart, Lung, and Blood Institute say there is mounting evidence showing a definite relationship between diet, and coronary heart disease. While there is still much to be learned, information can be given that may help, and cannot, harm your family's health. That is why Paul's Loblaw's is sponsoring HEALTHWORKS! Good Food for You . . . a nutrition education program designed to help the consumer choose better alternatives with the supermarket. The program is an eighteen week series offering new information on diet, and health every two weeks. Foods meeting the nutritional guidelines, as set by the HEALTHWORKS! nutritionist, will receive a HEALTHWORKS! Good Food for You sign placed under the product. This program has been designed to help shoppers identify better nutritional choices to apply within their life-style.

So look for the HEALTHWORKS! in-store display and the HEALTHWORKS! Good Food for You shelf markers to begin soon at Paul's Loblaw's.

**Radio Announcement**

**HEALTHWORKS! SHELF-MARKER PROGRAM, 1989**

**(30 Seconds)**

Third in a series - HEALTHWORKS! *Good Food For You* - Label Reading

Did you know that food labels can tell a very important story about the food you buy? For example, ingredients must be listed in order by their weight. That means the ingredient in the greatest amount is listed first and the ingredient in the least amount is listed last. This can help you compare similar products to find out which may be a better buy. If you're on a restricted diet, you can read the label to find those products most suitable for your needs. Many products have nutrition information, too, and some labels even tell how much cholesterol, sodium, and saturated fats are in the product. To learn more about what's on a label and how you can best use this information, stop by the HEALTHWORKS! display located in Paul's Loblaws.

Remember - you **can** judge a food product by its cover.

**Radio Announcement**  
**HEALTHWORKS! SHELF-MARKER PROGRAM, 1989**  
**(60 Seconds)**

Fourth in a series - HEALTHWORKS! *Good Food For You* - calories

It's summer time! How do you look in your new bathing suit?

According to the National Obesity Research Foundation, as many as 40 million Americans have a weight problem. While being slightly overweight may not produce serious health effects, obesity has been associated with increased risk of high blood pressure, cardiovascular disorders, and diabetes.

Coping with weight loss can be difficult. While crash diets may sound appealing, most people who have been on one, know they don't work for very long. After the initial weight loss, those pounds start coming back. That's because crash diets are usually based on food choices that are monotonous and unrealistic. If you're shopping for a diet, look for one that's a realistic eating plan you can follow throughout your life. One that contains **variety, balanced nutritional choices, and moderate portions.**

If you do have more than a few pounds to lose, don't forget to check with your doctor first.

For more ideas on how to lose weight, stop by the HEALTHWORKS! display at Paul's Loblaws.



**Radio Announcement**

**HEALTHWORKS! SHELF-MARKER PROGRAM, 1989**

**(30 Seconds)**

Fifth in a series - HEALTHWORKS! *Good Food For You* - sodium

Do you think before you salt your food? The Food and Nutrition Board of the National Academy of Sciences recommends that you eat about 1,100-3,300 milligrams of sodium a day. But Americans on the average eat about 3,600-5,850 milligrams of sodium daily. Although salt and sodium are two different things, the amount of sodium you eat every day can be reduced by half just by preparing and eating foods without adding salt. A further reduction can occur by limiting products listing salt, soda, or sodium in their ingredients.

Although it is not completely understood if a high sodium intake increases one's chance for a heart attack, it is known to contribute to water retention or bloating.

For more information about shaking the salt habit, look for the HEALTHWORKS! Good Food for You display in Paul's Loblaws and in the North East Breeze.

**Radio Announcement**  
**HEALTHWORKS! SHELF-MARKER PROGRAM, 1989**  
**(60 Seconds)**

Sixth in a series - HEALTHWORKS! *Good Food For You* - Fiber

To eat heart-wise, you must eat less of the foods high in fat, saturated fat, and cholesterol and more of the starchy, high fiber foods. In other words, eat more foods from plant sources: vegetables, fruits, breads, cereals, pasta, and other grain products.

***Facts about foods from plant sources:***

- \* Vegetables, fruits, and grains contain no cholesterol. Of course, if eggs, dairy products, or animal fat are added during processing or preparing, the resulting product - egg noodles, pancakes will contain some cholesterol.
- \* Vegetables, fruits, and grains are low in fat - unless fat is added during processing (crackers, granola) or home preparation ("buttering" vegies, frying).
- \* Vegetables, fruits, and whole grain products are good sources of fiber. Insoluble fiber, found in wheat bran and vegetables, is important for good bowel function. Soluble fiber, found in dried beans, oats, barley, and some fruits and vegetables, may be helpful in controlling blood cholesterol.
- \* Vegetables, fruits, and grains are naturally low in calories - unless extra calories (fats, sugars) are added in processing or cooking.
- \* Because all plant foods do not contain the same vitamins and minerals, it is important to eat a wide variety of different fruits and vegetables.

**Radio Announcement****HEALTHWORKS! SHELF-MARKER PROGRAM, 1989****(60 Seconds)**

Seventh in a series - HEALTHWORKS! *Good Food For You* - Fats

Health conscious people across the country are choosing fish and poultry as their "main dish" more often and for good reason, too! Fish, turkey, and chicken provide high quality protein and, when properly prepared, considerable less saturated fat than red meat. Broil, bake, roast, poach, or steam these foods - do not fry!

**Fish Facts:**

- \* Fish is not only low in saturated fat but much of the unsaturated fat is in the form of omega-3 fatty acids, now believed by many scientists to help lower blood cholesterol (The use of fish oil supplements is not recommended at present - get your omega-3's from fish!).
- \* Like red meat, fish should be consumed in modest amounts - 3-4 ounces per meal.
- \* Breaded or pre-fried fish is high in fat and should be avoided.
- \* Beware of fried fish at fast food and other restaurants - it is often higher in fat than a hamburger!!
- \* Choose tuna packed in water rather than oil to reduce fat and calories.

**Poultry Facts:**

- \* Turkey, chicken, Cornish game hen, wild duck, pheasant, quail, and turkey ham are lower in fat than red meat.
- \* Most of the fat in poultry is found right under the skin - remove the skin before cooking or, if roasting, discard the skin before serving.
- \* The white meat of chicken and turkey has less fat than the dark meat.
- \* Goose, domestic duck, capon, and turkey and chicken franks are high in fat and should be avoided.



- \* Read labels on “prebasted” turkeys - they often have fat added, much of it saturated as well.  
“Plain” turkeys are more heart-wise.
- \* Restrict portions of poultry to 3-4 ounces.

For more information on fats, stop by the HEALTHWORKS! display at Paul’s Loblaws and look for nutritional ideas in the North East Breeze.

**Radio Announcement****HEALTHWORKS! SHELF-MARKER PROGRAM, 1989****(60 Seconds)**

Eighth in a series - HEALTHWORKS! *Good Food For You* - cholesterol

"I'm only a number!" How often have you heard that complaint? Requests for "your number" - social security, phone, credit card, and on and on - occur regularly during daily activities.

You will agree that remembering the number to a combination lock or for the money machine at the bank makes life easier. A forgotten or unknown number can result in all sorts of chaos! Knowing your numbers is important.

Take your cholesterol number for instance:

- \* High blood cholesterol is a risk to your health.
- \* High blood cholesterol can be lowered.
- \* Fifty percent of American adults have blood cholesterol levels that are higher than desirable.
- \* According to current recommendations, a total cholesterol level less than 200 is desirable for adults. Above 200, the risk of heart disease steadily increases.

If you don't know your cholesterol number, you don't know if you need to take steps to control your cholesterol.

The best way to find out your cholesterol number is to see your doctor for a cholesterol test. He or she can evaluate the results, taking into consideration any other risk factors you may have such as high blood pressure, cigarette smoking, family history of heart disease, diabetes, obesity, being a male, and then make recommendations for additional tests or necessary treatment.

Alternately, you can attend a public cholesterol screening. If your cholesterol is under 200, you should eat wisely and have a re-check in three years. If your cholesterol is 200 to 239, you should change your eating habits, move toward a lower fat diet, and have another cholesterol test in a few months. If your cholesterol is high - over 240 - you should see your doctor for additional tests and recommendations.

The low fat, low cholesterol diet used to control cholesterol is the best diet for all healthy American adults. So, regardless of whether you know your cholesterol number or not, whether it's

under 200 and you want to keep it there or it's over 200 and you want to lower it, hurry on over to Paul's Loblaws in North East and look for the HEALTHWORKS! display for tips to reduce the fat in your diet. Watch for more HEALTHWORKS! Good Food for You information in the North East Breeze.



**Radio Announcement****HEALTHWORKS! SHELF-MARKER PROGRAM, 1989****(60 Seconds)**

Last in a series - HEALTHWORKS! *Good Food For You* - moderation and variety

If you have read any of the past HEALTHWORKS! *Good Food For You* articles within the North East Breeze or picked up any information at the HEALTHWORKS! display, you should be able to plan and serve nutritional meals for your family. Hopefully, you have made some changes in your buying, cooking, and eating habits, too, and will make more as time goes by! If making the changes seems difficult, you are not alone. Eating habits are hard to change. If your children learn nutritional eating habits now, they will not have to change later. However, children under two years old should not be on low-fat diets.

Proper nutritional habits should include a variety of foods in balanced and moderate amounts. No one food is perfect! A balanced diet includes at least two servings of foods from each of the following groups: milk and milk products, protein foods, fruits, vegetables, and grains. Each group makes important contributions to good nutrition. It is hard to meet your daily requirements for all the necessary vitamins and minerals if you skip a group.

For more information on moderation and variety, stop by the HEALTHWORKS! display at Paul's Loblaws. Watch for the nutritional article in this week's North East Breeze.



**HEALTHWORKS!**

*Good Food For You*

**APPENDIX H**

Supermarket Nutrition Tour





## SUPERMARKETING

Some food choices are better than others. Next time you're buying groceries, remember these smart-shopping tips.

### Produce Section

- \* Fresh vegetables are always a good choice; when you prepare them, you control the added fat and salt.
- \* Citrus isn't the only good vitamin C choice. Peppers, tomatoes, broccoli, cabbage, potatoes, greens (collard, mustard, and turnip), cantaloupe, honeydew melon, kiwi-fruit, mango, papaya, and strawberries are all rich in vitamin C, too.
- \* Edible skins of fruits and vegetables and seeds (berries, tomatoes, sunflower seeds) are good sources of fiber.
- \* Fruits and vegetables that are deep-colored green, yellow, or orange throughout are high in vitamin A.

### Deli Counter

- \* Sliced roast beef, turkey, and lean ham are good lowfat choices.
- \* Pressed meats, lean ham, and Canadian bacon are lowfat but high in sodium.
- \* Turkey and chicken franks do not always have less fat than beef franks; some are merely smaller. Check nutrition label for sodium and fat content.
- \* To limit fat, try salads made without creamy dressings.
- \* If processed lunch meats are used, select those marked 95% fat-free.

### Dairy Case

- \* Try plain, lowfat yogurt as a mayonnaise or sour cream substitute in chilled dishes.
- \* Look for part-skim mozzarella, scamorza, and string cheese; part-skim or lowfat ricotta; and "light" and reduced-calorie cheeses that contain less than 5 grams of fat per ounce.
- \* Milk, buttermilk, cottage cheese, and yogurt that are lowfat and have less than 200 calories per serving are good nutritional values.
- \* A little sharp cheese has more flavor and less fat than a larger amount of milder cheese.

### **Bread and Cereal Shelves**

- \* Look for cereal with at least 2 grams of fiber, 8 grams or less sugar, and 2 grams or less fat per serving.
- \* Compare portion sizes and calories on cereal labels; servings range from 1/4 to 1-1/4 cups.
- \* Look for the words “whole wheat” or “whole grain” at the beginning of the ingredient listing. “Wheat flour” is nutritionally equal to white flour.
- \* If selecting white breads, choose enriched ones.

### **Canned Food Aisles**

- \* Choose 100% pure fruit juices instead of fruit “drinks” or “punches”.
- \* Dry coffee creamers are mostly saturated fat and sugar. Evaporated skim, lowfat or whole milk are better choices.
- \* The edible bones of canned salmon and sardines provide calcium.
- \* Canned beans, peas, corn, and vegetables are quick and easy sources of vitamins, minerals, and fiber.
- \* Check sodium levels of canned foods if your sodium level is restricted.

### **Packaged Products**

- \* Limit products with palm, palm kernel, or coconut oil high on their ingredient list.
- \* Thick, unsalted pretzels are lower in fat and sodium than most other packaged snacks.
- \* Graham crackers, animal crackers, gingersnaps, and fig bars have less sugar and fat than most other cookies.
- \* Most microwave popcorns are high in fat and sodium. Make your own in an air popper or with a limited amount of oil and butter-flavored substitute or cooking spray.
- \* Rice and pasta mixes are high in sodium; use only one-half the seasoning packet.



**Fat, Oil, and Dressing Selections**

- \* Soft, tub margarines and spreads are made with unsaturated oils.
- \* Regular butter and margarine have 100 calories per tablespoon; spreadables have 80 calories per tablespoon; whipped varieties have 70 calories per tablespoon.
- \* Some “light” oils are light only in color and flavor, not in fat or calories.
- \* “Light” mayonnaise has about half the calories of regular mayonnaise.
- \* To cut fat, use diet dressings with less than 10 calories per tablespoon on salad and as a marinade for meat, poultry, or vegetables.

**Meat Counter**

- \* Select lean, well-trimmed cuts: flank steak, round steaks or roasts, sirloin or tenderloin, loin pork chops, and 85% lean ground beef.
- \* Meat graded “Select” has less fat than “Choice” or “Prime” grades.
- \* Lean beef, pork, and lamb are not much higher in dietary cholesterol than poultry or fish, but they have more saturated fat.
- \* Beef liver is very high in iron, zinc, and many vitamins but also high in dietary cholesterol.
- \* Limit high-fat meats: ribs, corned beef, sausage, bacon.

**Fresh Fish and Poultry Sections**

- \* Half of chicken’s calories are in the skin. Buy the skinless parts or remove the skin of cooked poultry before eating.
- \* Fish from deep waters have heart-healthy omega-3 fatty acids: salmon, tuna, mackerel, sea trout, bluefish, herring, bonito, pompano.
- \* Fresh ground turkey is a lowfat substitute for ground beef.
- \* Most chicken and turkey nuggets, patties, and rolls are made with ground skin and have a lot of salt.

**Frozen Food Cases**

- \* Purchase frozen fish and poultry without breading to limit fat and sodium.
- \* Look for frozen dinners with less than 15 grams of fat, 400 calories, and 800 milligrams of sodium.
- \* Frozen concentrates are often the least expensive form of fruit juice.

- \* Ice milk and lowfat frozen yogurt have less fat than ice cream.
- \* Plain frozen vegetables have less fat and salt than those in sauces.
- \* Frozen juice and fruit bars with no added sugar or cream are good choices.
- \* Portion-packed frozen desserts help curb the tendency to eat large helpings.

When trying to reduce the amount of fat in your diet, remember the American Heart Association recommends less than 30% of your total calories come from fat.

Use this simple calculation to identify specific foods that may be high in fat.

1. Grams of fat/serving x 9 = \_\_\_\_\_ .
2. Divide by calories/serving = \_\_\_\_\_ .
3. Multiply by 100% = \_\_\_\_\_ .
4. Answer: Percent of calories from fat.

If the percent of calories is above 30% try to have lower fat items the rest of the day. Remember, however, that the percentage of fat in an individual food is less important than the percentage of fat in a meal or a full day's meal.

Source: The American Dietetic Association

Participant packets were assembled to include the following consumer literature:

1. Supermarketing
2. Supermarket Survival - National Dairy Council, 1985
3. The American Heart Association Diet - American Heart Association, 1985
4. Calorie Counter - Pennsylvania Department of Health, 1989
5. Portion Sizes - The American Dietetic Association, 1986
6. The Cholesterol Countdown - The American Dietetic Association, 1986
7. Dietary Fiber, What Is It? - Kellogg Company, 1989
8. Nutrition Labeling - American Heart Association
9. Dining Out - American Heart Association
10. Foods High In Salt - Pennsylvania Department of Health







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